

# LIFE



GREATEST DANCING COUPLE

OCTOBER 30, 1939

10 CENTS





# Now... one tooth brush **OUTLASTS SIX!**

• "What's this," you say, "Magic? *Six times* longer life from a tooth brush? *Six times* longer cleaning for my teeth and gums? Why—that's almost like getting *six* new brushes for the price of one!"

It's not magic. It's a startling fact. An exclusive development of Johnson & Johnson laboratories. Genuine, natural bristles that will clean, stimulate, refresh your mouth—day after day—long, *long* after six ordinary\* brushes would be limp, lifeless, useless. And Tek's scientific, small shape makes it easy to clean *both sides* of your dental arch. Tek 50¢, Tek Jr. 25¢, Tek Professional 50¢, Tek *Double Package* (one brush for morning and one for night) special value!

\*Natural bristles without benefit of Tek's exclusive new process.



**DRAMATIC PROOF:** One after another, six good grade tooth brushes, with ordinary natural bristles, were worn out in our laboratory Wear Machine test.



**STILL FULL OF LIFE:** Here's the new Tek after the Wear Machine test in which it outlasted the six other brushes. Both photographs unretouched.





# Studebaker craftsmanship is like money in the bank

It means you spend less per month on upkeep and get a top allowance when you trade in

EVERY dollar you put into a new 1940 Studebaker Champion, Commander or President is a well-invested dollar, because you know you're going to get back a substantial part of it when you're ready for another new car.

This is one of the many practical advantages to you of Studebaker's unique, expert craftsmanship.

Your Studebaker is built so soundly it stays in tip-top running condition, mile after mile and year after year. This frees you from paying out big sums for frequent and excessively extensive repairs.

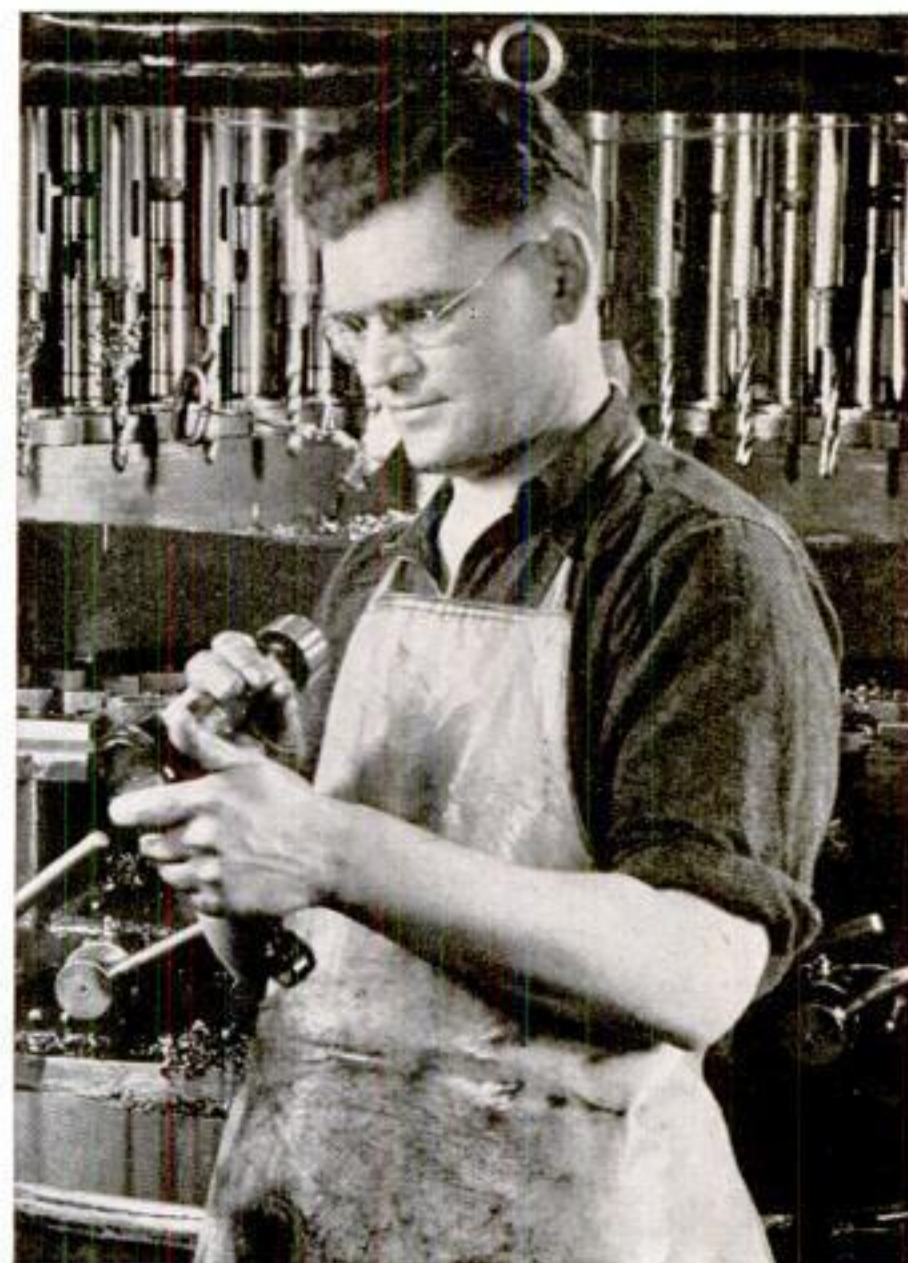
And then, when you feel your Studebaker has served you long enough, you turn it in for a nice

allowance to your automobile dealer. And he passes your faithful old Studebaker on to some fortunate second owner for a better than average price.

Studebaker engineering goes hand in hand with Studebaker craftsmanship by assuring you welcome extra mileage per gallon of gasoline.

Studebaker's vigorous, flawless, modern styling stays good-looking for years, thanks to the long-range thinking of Studebaker's designer, internationally famous Raymond Loewy.

Studebaker's vast, modernly equipped shops and 800-acre, million-dollar proving ground complete the job of giving you money-saving motoring.



Men of long Studebaker experience build your car with real pride in the lasting quality of their craftsmanship. Pictured is Studebaker connecting rod expert, C. O. Caylor, a South Bend home owner with 14 Studebaker years to his credit. The average age at Studebaker is 42. The average length of employment exceeds 11 years.



"One Champion wasn't enough for me," says Lou Wilson, ex-racing driver now living in Los Angeles who recently took delivery of his second Champion. "I know Studebaker workmanship and the Champion is Studebaker quality at its best," states this well-informed veteran of the American and European speedways.



The Molnars are one of the many Studebaker father and son teams who perpetuate, in South Bend's 25,000 families, the tradition of fine craftsmanship that began with the Studebaker business in 1852. Studebaker employees, all long-time residents of South Bend, are the dependable source of most of Studebaker's man-power. No transients are employed. Sons, brothers, nephews and cousins of Studebaker craftsmen get first chance at all new Studebaker jobs.



They're signaling to the Champion that averaged 27 1/4 miles per gallon on a 6,144-mile, 10-day run between the San Francisco Exposition and New York World's Fair and back to San Francisco. In the above picture, at Indianapolis Speedway, this same Champion is about to begin the last 500 miles of the 15,000 continuous miles it covered with a Champion team mate in 14,511 consecutive minutes.



It's thrilling to own this new 1940 Studebaker Champion Club Sedan, priced \$700 delivered at the factory

PRICES BEGIN AT  
\$660

for a Studebaker Champion Coupe delivered at factory, South Bend, Indiana. See your local Studebaker dealer. Low down payment — easy C.I.T. terms

This One



3QBP-EF7-T3D9





A YEAR AGO HE WAS SET TO BE FIRED

... NOW HE'S RIGHT-HAND-MAN  
TO THE BOSS!



"YES sir," continued Joe, "his desk used to be right next to mine—now look where he is."

Half proudly and half enviously he and Frank watched Ed as he swung down the company steps, his arm linked in that of J.P., the head of the firm. Ed is getting \$7,500 a year now, while Joe at \$5,000 is a long way ahead of Frank, a newcomer.

"Boy, he must be plenty smart," said Frank.

"Plenty smart is right," said Joe. "Ed has a lot on the ball, but in spite of that he was slated to go."

"For what?" Frank wanted to know. "A guy like that..."

"Well, maybe you wouldn't believe it, but it was his breath..."

"Drank a lot, eh?"

"Not Ed. Never a drop, but most of the time he had a case of halitosis\* that would knock you down."

"One of those birds, eh? Didn't he read the Listerine Antiseptic ads? Didn't anybody tip him off?"

"Sure, I tipped him off, but not before he almost got the toss. You see, Ed had to see an awful lot of people—close contact stuff. At first they never said anything about it, but later on that breath of his was getting him in bad with his customers. Finally a few of the crustier ones began to write in, complaining, and at last J.P. himself got on to it."

"You'd think J.P. would say something... a good man like Ed."

"I understand he did, Frank. Maybe he didn't make it plain enough. Anyhow Ed never took a tumble—and his job hanging in the balance."

"Chump!"

"You said it. But there's hundreds like him; suspecting everybody but themselves."

"Well," demanded Frank, "what happened?"

"I got Ed out one night. After a couple of drinks, to give me courage, I let him have the bad news about that breath of his. Told him he better get going on Listerine and keep it up if he wanted to stay on with the firm."

"You certainly didn't pull your punches."

"I certainly didn't. And boy, was he sore at first. And then grateful. Worked my hand up and down like it was a pump handle. Since then you never saw a guy so careful about the impression he makes on others."

Frank nodded. "The last place I worked, they were plenty fussy about that sort of thing. I think every firm should have a standing order 'Listerine Antiseptic before you call on a customer.' I guess it pays."

"And how! If you think it didn't, just look at Ed; he sure is going places."

\*Nobody is immune! Everybody probably has halitosis (bad breath) at some time or other without realizing it. That's the insidious thing about this offensive condition. Sometimes halitosis is due to systemic conditions, but usually and fortunately it is caused, say some authorities, by fermentation of tiny food particles in the mouth. Listerine quickly halts such food fermentation and then overcomes the odors it causes. Your breath becomes sweeter, purer, less likely to offend. Always use Listerine before business and social engagements.

Lambert Pharmacal Company, St. Louis, Mo.

BEFORE YOU GO TO WORK, USE LISTERINE FOR HALITOSIS (Bad Breath)

## LETTERS TO THE EDITORS

### Tough Alabama

Sirs:

We appreciate the interest your magazine showed in our school by publishing a series of pictures called "Football Fun" BUT—we strenuously object to the following words appearing on page 87 of your Oct. 16 issue:

"classes not too hard..."

Why not send a member of your staff down here to enroll in our University and he'll soon find out enough to write back a letter of correction to you. OUR CLASSES ARE JUST AS TOUGH AS OUR FOOTBALL TEAM!

UNIVERSITY OF ALABAMA  
STUDENTS

Tuscaloosa, Ala.

● The communication above was signed by 1,891 students of the University of Alabama (36% of the total enrollment), all of whom evidently think that their classes are too hard.—ED.

### The Winner

Sirs:

Apropos of London's "Biggest Swine," which was printed in Pictures to the Editors, LIFE, Oct. 16, I wish to report the following which is going the rounds:

Mussolini  
Hitler  
Chamberlain  
Daladier  
Which will  
win?

CROMWELL GIBBONS

New York, N. Y.

### Maps

Sirs:

I wish to commend your military cartographer, whoever he is, for his excellent maps appearing in LIFE and the clarity with which the various military movements in Europe are depicted. A clearer appreciation can be obtained from your maps, and the pithy comments accompanying them, than from columns of wordy explanations. If you should discontinue this feature, I for one shall be a very disappointed subscriber.

DAVID E. CARLETON

Los Angeles, Calif.

### Ginger Rogers' Ancestors

Sirs:

Stump Speaking, one of the paintings of George Caleb Bingham, was published in LIFE, Sept. 11 (see cut).

It may be of interest to know that many of the prominent figures in this painting are relatives of Ginger Rogers. Miss Rogers' great-great-grandmother was Eliza Sappington, wife of Missouri's War Governor Claiborne Fox Jackson (the gentlemen in the right of the picture with tall silk hats). The speaker is a brother of Eliza Sappington, Darwin Sappington (and great-great-uncle of Miss Rogers) who was running for the Legislature. And Governor Marmaduke, the portly gentleman at the extreme left of the picture, married Lavinia Sappington, sister of Eliza.

JACQUES PARSONS

Secretary to GINGER ROGERS  
Los Angeles, Calif.



GEORGE CALEB BINGHAM'S "STUMP SPEAKING"

### No Bolo

Sirs:

Positively the neatest trick of the year! "Bolo winds around throat, attaching him to post" (LIFE, Oct. 2, page 34).

Could have been improved by tying legs together with a machete, hands with a kris, snickersnee, scimitar, yataghan, bill-hook, cutlass, sabre, claymore (or just a knife), and then stabbing him to the heart with a lariat.

Won't you please explain how it's done.

HENRY F. WOODS

New York, N. Y.

Sirs:

In three years spent in the islands I gathered that a bolo was a thick steel blade with narrow handle such as the Moro has in his hand in the center picture on page 36 of the Oct. 2 issue.

A. J. FITZGERALD

Seattle, Wash.

● Gary Cooper's weapon was not a bolo but a bola. It consists of a strip of hide or a rope, with balls or stones tied to one end. When thrown, the stones wind the rope around the object hit.—ED.

### War & the Brighter Side

Sirs:

May I add my congratulations to the long list of those who have already written to express their appreciation for your clear and concise viewpoints and pictures on the second world war. May I also offer a loud and vehement BOO to those poor spineless individuals who found the pictures too much for their delicate systems.

NORMAN W. LOEBL

Los Angeles, Calif.

Sirs:

I am a young man and single, and for my benefit and the benefit of many other potential soldiers, please return somewhat to the brighter side of life and give us more pictures of beautiful damsels in modern bathing suits.

D. MAX WORTHY

Alexander City, Ala.

Sirs:

I know you won't be kidded by those pious, sensitive sheep who cannot bear to look upon war as LIFE pictures it.

BURT BALLANTYNE

Salt Lake City, Utah

### Antique

Sirs:

I like that "antiquated Lewis machine gun" in your latest issue! That gun was invented by my grandfather and was first used in the World War. If that makes it an antique I'll eat it.

GEORGE FENN LEWIS Jr.

Montclair, N. J.

● The Lewis gun, though still widely used, has been outdated by other light machine guns. The British, who used the Lewis in last War, have adopted the Bren. U.S. uses the Browning.—ED.



He is always saying apologetically:

"I just can't find any time to read books!"

Yet... IF HE SPENT (ON AN AVERAGE) ONLY 30 MINUTES A DAY—BEFORE BEDTIME, OR WHILE TRAVELLING TO OR FROM WORK, OR IN OTHER LEISURE MOMENTS—HE COULD EASILY READ EVERY BEST-SELLER DURING THE YEAR, AND A GREAT DEAL MORE!



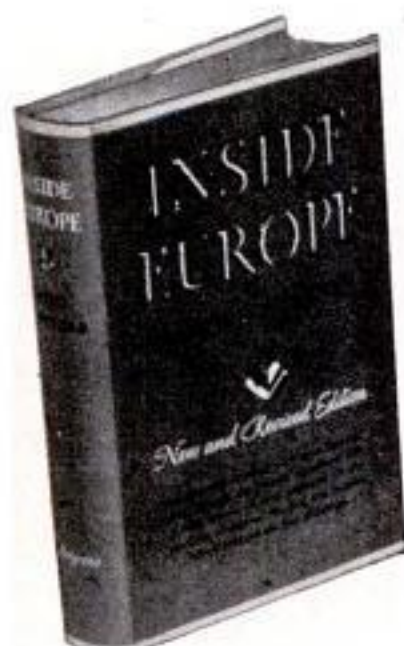
# A FREE COPY... TO NEW MEMBERS

the new and completely revised

## INSIDE EUROPE

by John Gunther

RETAIL PRICE \$3.50



—or any one of the other book-dividends listed in coupon

If you decide to join the Book-of-the-Month Club now, we will give you free, as a new member, a book which has been recognized all over the world as a really indispensable volume to anyone who wishes to obtain a panoramic understanding of perplexing international politics. The new and revised edition of *INSIDE EUROPE* by John Gunther retails for \$3.50. This was one of the recent book-dividends of the Club. Or, if you prefer, you may choose one of the other recent book-dividends listed in the coupon.

EVEN if you read slowly, an average of *only half an hour a day* would have enabled you to read, within the past three months, every one of the following widely-discussed new books:

ESCAPE	by Ethel Vance
THE GRAPES OF WRATH	by John Steinbeck
THE YEARLING	by Marjorie Kinnan Rawlings
BLACK NARCISSUS	by Rumer Godden
THE NAZARENE	by Sholem Asch
INSIDE ASIA	by John Gunther
NOT PEACE BUT A SWORD	by Vincent Sheean
DAYS OF OUR YEARS	by Pierre van Paassen
COUNTRY LAWYER	by Bellamy Partridge

—or any other new books you may have been particularly anxious to read. Instead, if you are the average person, you have probably been confessing to friends that you could "never get around to reading books."

Over 250,000 book-reading families—persons like yourself—have found a subscription to the Book-of-the-Month Club by far the most effectual way to keep themselves from missing the new books they are really interested in.

You are not obliged, as a member of the Club, to take the book-of-the-month its judges choose. Nor are you obliged to buy one book every month from the Club.

Publishers submit all their important books to us. These go through the most careful reading routine now in existence. At the end of this sifting process, our five judges choose one book as the book-of-the-month.

You receive a carefully written report about this book *in advance of its publication*. If you decide from this report that it is a book you really want, you let it come

to you. If not, you merely sign and mail a slip, saying, "Don't want it."

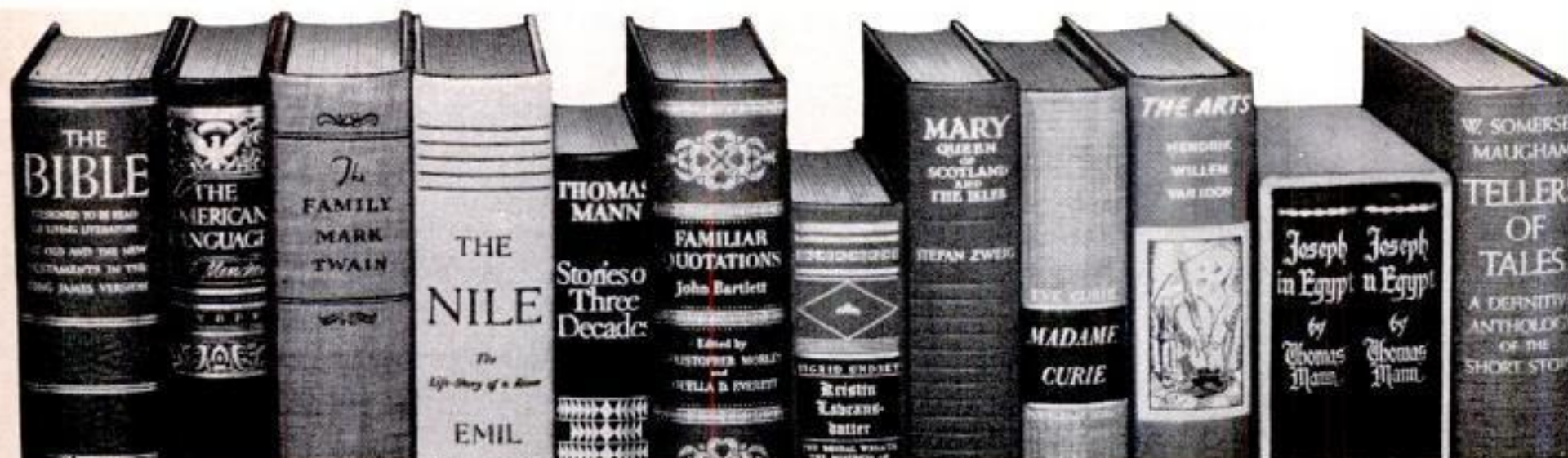
Scores of other recommendations are made to help you choose *among all new books* with discrimination. If you want to buy one of these from the Club, you can get it by merely asking for it. Or you can use these reports (we find that most of our members do) to guide you in buying from a favored bookseller. In other words, you can browse in bookstores as always, but now do it more intelligently; you know what to look for.

In addition, there is a great money-saving. Time and again our judges' choices are books you ultimately find yourself buying anyway. They are always high on national best-seller lists. *For every two books-of-the-month you buy you receive, free, one of our book-dividends.*

So many of the Club's members ordinarily want the book-of-the-month that an enormous edition can be printed. The saving on this quantity-production enables the Club to buy the right to print *other fine* library volumes. These are then manufactured and distributed free among the Club's members—one for every *two books-of-the-month you buy*. For every \$1 you spend for a book-of-the-month you actually receive about 75¢ back in the form of free books, figured at retail price.

You pay no yearly sum to belong to the Book-of-the-Month Club. *You pay nothing, except for the books you buy.* Your only obligation is to agree to buy four books-of-the-month a year from the Club.

## OTHER BOOK-DIVIDENDS RECENTLY DISTRIBUTED FREE, TO BOOK-OF-THE-MONTH CLUB MEMBERS



BOOK-OF-THE-MONTH CLUB, 385 Madison Ave., N. Y. A-2210A

Please enroll me as a member. It is understood that I am to receive a free copy of *INSIDE EUROPE*, that I am also to receive, without expense, your monthly magazine which reports about current books, and that for every two books-of-the-month I purchase from the Club, I am to receive the current book-dividend then being distributed. For my part, I agree to purchase at least four books-of-the-month a year from the Club.

If you do not wish *Inside Europe* as your free enrollment book, check box below for title you prefer. (No others available at this time.)

☐ JOSEPH IN EGYPT ☐ TELLERS OF TALES ☐ MADAME CURIE  
☐ BARTLETT'S QUOTATIONS ☐ ANDREW JACKSON

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IMPORTANT: Please check whether you would like us to ship the current book-of-the-month with the free book above YES ☐ NO ☐  
Books shipped to Canadian members, DUTY PAID through Book-of-the-Month Club (Canada) Ltd.



# The line's busy...

A.M.



P.M.



WEE M.



THERE'S just no end to the busy day of this *stunning* new DeLuxe Toastmaster\* Toast 'n Jam Set. Brighter breakfasts — wholesome "spreads" that bring youngsters racing home from school—pantry raids after the show! But you'll never hear a murmur from this automatic pop-up type toaster that never burns toast or fingers. . . . The complete set, with toaster, walnut tray, and colorful Stangl pottery jam and marmalade jars—only \$17.95, wherever fine appliances are sold.

## TOASTMASTER DE LUXE Toast 'n Jam Set

REG. U. S. PAT. OFF.

© 1939, MCGRAW ELEC. CO.

\*"TOASTMASTER" is a registered trademark of MCGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Ill.

## LETTERS TO THE EDITORS (continued)

### Hitch-hikers

Sirs:

Why not a challenge hitch-hike? LIFE, Oct. 16, reported that Will Parker bummed between San Francisco-New York in twelve days on 29 rides, covered 3,100 miles (longest ride 1,000 miles), spent \$23.60. I lost a bet on a recent prizefight, had to hitch-hike 6,400 miles across continent and back, wearing boxing glove (see cut) on my thumbing hand. I fed motorists a right hook all the way. I hitch-hiked between Seattle-New York in nine days on 26 rides, covered



MIKE BIRD

3,200 miles (longest ride 1,100 miles), spent \$12.50. I bummed back in seven days. I excelled Parker in every phase, not once but twice. But I'm a good sport. If he wants to challenge me as champion U. S. hitch-hiker, I'll give him a race, catch as catch can!

MIKE BIRD

Seattle Star  
Seattle, Wash.

Sirs:

Have just been reading of the adventure of Wandering Willie, the pride of the Parker household. This recalled my own trip to California and back in 1934.

I was 17 at the time and, I admit modestly, not as beautiful or as monied as Smiling Will, the lady killer.

When I left New York, also with a maternal blessing, I had \$30. My capital was 5½ smackers when I reached San Diego.

M. M. SHELLEY

New York, N. Y.

Sirs:

On a "grand-circle" tour from Cleveland to New York and back, my luck with the opposite sex outshone that of your thumb. On the round trip I was picked up by one rather elderly lady and by a beautiful young blonde in a snappy Ford convertible sedan. In Skaneateles I happened to run into a girl friend of mine and her mother, who took me the rest of the way to Cleveland.

BILL BOEDDENER

Duke University  
Durham, N. C.

Sirs:

We of the experienced hitch-hikers have a certain etiquette which forbids us to flag a car driven by a lady under any conditions.

VINCENT J. ITALIA

Boulder, Colo.

Sirs:

Will Parker made good time but could have done better in a Boy Scout uniform.

VINCENT EVERETT SHAININ

Columbia College  
New York, N. Y.

Sirs:

Personally approaching a stopped car shows a shameless lack of pride; carrying a radio as inducement is unethical. Without any such methods, my roommate and I went from Princeton, N. J., to Los Angeles and back in 14 days, taking only five days to return. Each of

us spent about \$21. No reflection is intended on Mr. Parker, of course, as it is obvious from the article that his errors were due to inexperience.

JOHN C. MATTHEWS

Princeton University  
Princeton, N. J.

### Ode

Sirs:

Greetings to the Vice-President in charge of opening the mail

And to Mr. Ogden Nash, who does this sort of thing better than I do, hail!

Confidentially, LIFE, you makemesick.

Because when I opened this week's issue & found it full of propaganda I thought "Things are getting a bit thick!"

For if you are going to talk neutrality

Why don't you go ahead & be neutral instead of viewing the antics of the Germans only to deplore them

When it is your duty to ignore them.

Everybody knows it's impolite

To listen in when the neighbors are staging a fight

And as a matter of fact the whole affair is merely stupid & boring.

Who cares if Europe is warring?

After all, no one has ever really won a war.

So why get excited over who kills less of the enemy & who kills more?

Nobody could conquer England anyway & personally I don't know who'd want it.

And the Germans will be Germans whether

Germany is Germany or an English colony named Pundit.

Even if Germany comes out on top we will still wear clothes & eat food.

And people will not turn out to be wholly bad or wholly good.

Politicians will continue to be dirty dogs if they belong to the party for which you hadn't voted.

Or white-haired boys if they belong to the party to which you are devoted.

(That is, until they take office, when they automatically become a Something-or-Other).

And let me tell you, if England wins, everybody will *not* suddenly be kind to their dear old mother.

So why not use up the next six issues explaining the game of chess?

There is a battle that is a battle & not just a bloody mess—

And if there really is a problem in Europe, here is a solution.

Let those exuberant Nazi youths be turned over to England's women whose prospective husbands were killed in the last war—there would be restitution!

But it probably wouldn't stop the fight.

I may be wrong about all this, but I am *really* neutral, & I never even wholly agree with me, because after all, I might be right.

S. W. HAUCK

Buffalo, N. Y.

### Battleship's Washday

Sirs:

Re: British raid on Wilhelmshaven. "The planes reached Wilhelmshaven at 6 p.m. on Sept. 4. It was *murky* and *raining*. The crew of the pocket battleship was *hanging out wash*. . . ." I say, Neville old chap, most extr'o'd'n'ry!

WALTER JOHNSON

Wadsworth, Ohio

● LIFE is at a loss to explain the peculiar housekeeping arrangements on the German battleship.—ED.

### Wow! Zippy! Wham!

Sirs:

Your Letters to the Editors column always reminds me of a pulp magazine my son reads, the correspondence of which consists mainly of: "Pancho's Last Trek—wow! zippy! wham!! What a story!!!"

Among your 2,357,816 readers each week, are there not some, perhaps a few stray friends of labor and the New Deal, whom you don't leave *utterly* breathless from Friday to Friday?

C. C. TOLLIVER

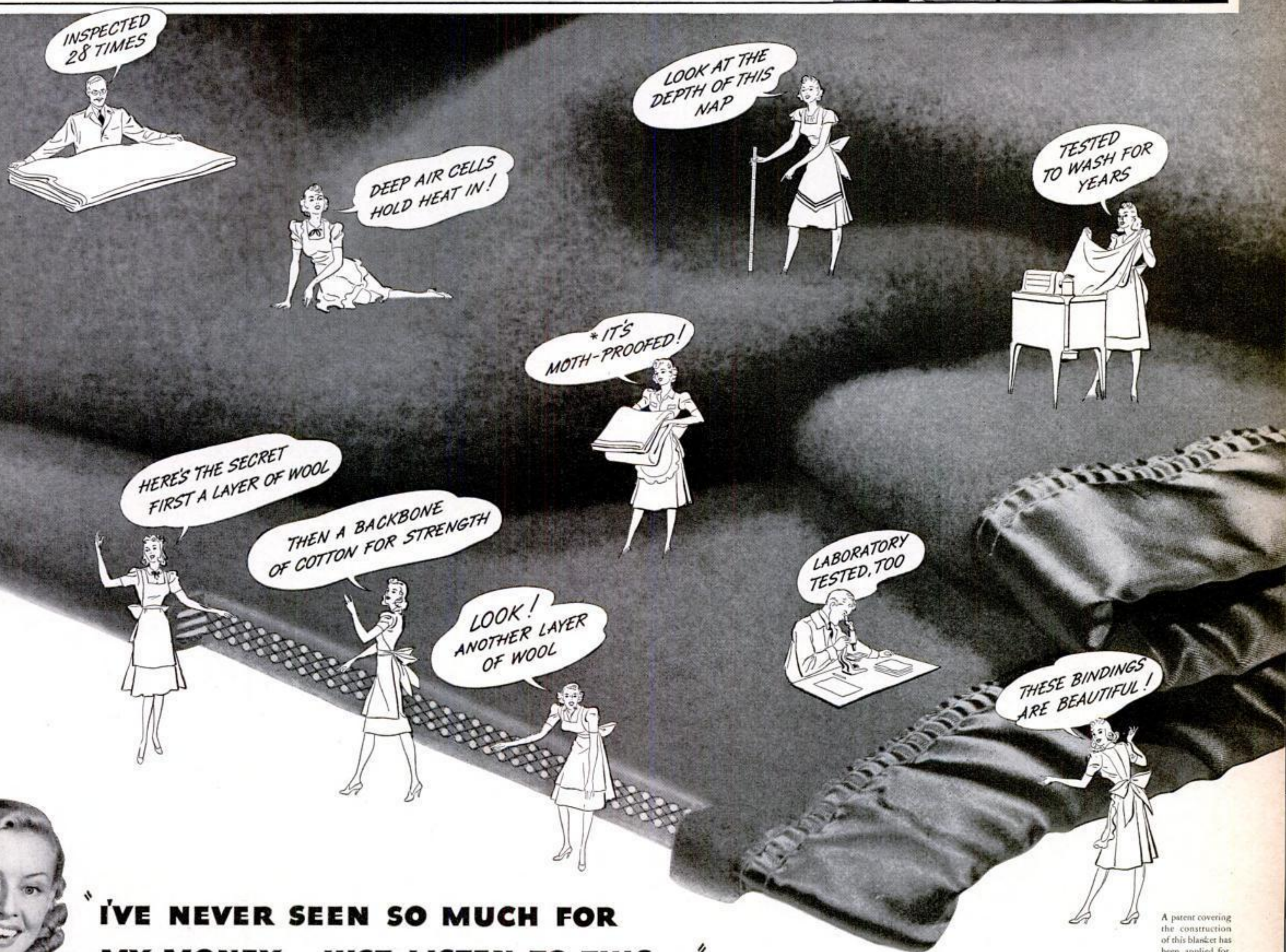
Ridgefield, Conn.



# "GUESS WHAT?"

*It's the Lady Pepperell Triple-Weave Blanket\*... a new standard of value and economy... A new combination of beauty and warmth.*

\*MOTH PROOFED



**"I'VE NEVER SEEN SO MUCH FOR MY MONEY...JUST LISTEN TO THIS —"**



Good blankets a luxury? . . . Not today! For very little, Lady Pepperell Triple-Weave offers every last feature you'd expect of blankets costing so much more. And you don't have to be an expert to recognize this quality. Drop into your favorite department store and ask to see a Triple-Weave. Hold it in your arms and feel the 3¼ lbs. of snug warmth, sealed in by two deep layers of moth-proofed virgin wool. Lift it and notice the way it drapes in smooth even folds—always a sign of the best in blankets. Run your hands through its soft, fleecy nap—a nap that conceals a core of top-

grade cotton for strength where you need it most. Naturally, Lady Pepperell Triple-Weave 50% Wool Blankets are available in all the smart solid hues — Powder Blue, Coral Rose, Peach, Glade Green, Royal Blue, Cedar, Orchid and Burgundy. All Lady Pepperell Triple-Weave Blankets are exquisitely bound in wide, double-stitched acetate rayon satin, packed in dust-proof cartons and are available in the full size of 72 x 84, and also in extra lengths at slightly higher prices. Pepperell Manufacturing Company, 160 State Street, Boston, Mass. **NOTE**—For the name of your nearest Lady Pepperell Blanket Dealer, write us today and receive also a FREE booklet on the "Wear, Tear and Care of Blankets and Sheets."



Loomed by the Makers of Lady Pepperell Sheets and Pillow Cases





VELOZ & YOLANDA, MOST GRACEFUL OF DANCERS, BEGIN VIENNESE WALTZ



BOTH MAKE UP STEPS, TRY TO FOOL THE OTHER, KEEP FROM GOING STALE



DAY AT CONEY ISLAND WAS INSPIRATION FOR THIS MERRY-GO-ROUND DANCE



THEY SELDOM REHEARSE, SIMPLY TALK IT OVER, ABSORB MUSIC. ABOVE: A MAXIXE



# SPEAKING OF PICTURES

## ... VELOZ AND YOLANDA DANCE

They met on New York's West Side at a high-school dance. There was little in these American youngsters (his folks were Venezuelan; hers Italian) to suggest the grace and beauty so apparent in these pictures. Frank Veloz was 21, already winner of a dance contest or two. Yolanda Casazza was 17, but any one of her six sisters could dance circles around her. Few months later they were winning contests, 40 in a row, turned professional and flopped. They upset waiters and dining tables, fell off a stage, clumsily lost 30 jobs one after another. They fought over each other's mistakes, soon after marriage (1929) began saving nickels for a divorce. But they learned to laugh at their own slips, have not quarreled since. At last they got an engagement at Manhattan's Everglades, caught the eyes of the Shuberts. Stage, movie, supper-club fame and fortune piled up, until in one short Chicago week this year they made \$8,500. Now planning a tour of 100 U. S. cities, Veloz & Yolanda are the top ballroom dance team of the U. S.



EARLY RISERS, THEY ARE OFTEN UP AT 6 A.M., OFF TO THEIR BELMONT STABLE. ABOVE: DANCE AT DAWN



YOLANDA TANGO. SHE HAS 40 CURRENT GOWNS, AS MANY SHOES, FILES OLD DRESSES AWAY FOR REFERENCE, WAS VOTED ONE OF TEN BEST-DRESSED U. S. WOMEN IN 1938-39



# The COAT that does EVERYTHING except hang itself up!

● It's the new SURCOAT...the first coat with the style of a top coat plus the freedom of a jacket...the first coat that's both a "hit" in the grandstand and a "natural" for active sports! Less than a year ago it was *unknown*—now SURCOATS are being worn by hundreds of thousands of men. See the latest models today...in fabrics, knit goods, and leather...for all seasons, all tastes! And—read below how a new invention\* and the TALON slide fastener made the SURCOAT possible.



**SWINGS INTO ACTION.** At last! A slide-fastened coat of medium length...free enough for action! Reason: the new Surcoat Construction and TALON fastener end binding at hips.

THE  
**SURCOAT**  
SHOWN IN MODELS BY  
FOUR OF MANY MAKERS

**SPARKLES WITH STYLE.** You'll be very much in the style picture in the smart new SURCOAT. The TALON fastener gives it neat, trim lines...the Surcoat Construction gives proper drape.



**GIVES NEW EASE.** In the Surcoat Construction, the ends of the TALON slide fastener are free...convenient to reach...easier to open or close than in any previous type of slide fastened coat!



**SEALS YOU SNUGLY.** No icy winds will whistle through your Surcoat...it's sealed snugly with the TALON slide fastener. And another thing—you can adjust the TALON fastener conveniently to any neck opening desired!

## ALWAYS "TAKE A SECOND LOOK" WHEN YOU BUY A SURCOAT

You may run across a coat that—at first glance—looks like a Surcoat. But "take a second look."

For, as the pictures at the right show, the Surcoat is constructed in a very special way—patented by TALON, Inc.

To be doubly certain you are getting a

genuine Surcoat, look first for the "free end" construction at the bottom of the slide fastener. It's the only construction that makes a slide-fastened coat of this length practical, comfortable, good looking. Then "take a second look" for the trademark "TALON" on the slide fastener.



\* Patented Surcoat Construction—Note "free ends"



...that make it easy to assemble TALON fastener



...and give proper drape to the lower front of coat.

**TALON SLIDE FASTENER ★ MADE BY TALON, INC. ★ MEADVILLE, PENNSYLVANIA**  
Reg. U.S. Pat. Off.



SPEAKING OF PICTURES

(continued)



Cobra Tango, like many of their dances, was inspired by animals, in this case a fight between snake and tiger in Frank Buck movie. She is cobra, he tiger. Fight is draw.



Most difficult step they do is this lift-throw ending the Cobra Tango. Animal movement fascinates them. They study race horses to learn change of stride, tempo.



**IRON:** Relative available amounts in—  
SPINACH —  
RAISINS —  
BOSCO —

Easy to mix. Just stir one teaspoonful of Bosco into a cup of milk (hot or cold) and it's ready.



If your grocer or milkman does not handle Bosco, mail us his name and address. We'll see he is supplied. Bosco Co., 180 Madison Ave., N. Y. C.





# Now! TWO GREAT Sunbeam SHAVEMASTERS

REG. U.S. PAT. OFF.



**New "475" HOLE  
SCREENED COMB**

with 282% more razor-keen circular cutting edges than ever before—335 more holes than the original "140" comb.

**Thinner THAN A  
SPLIT WHISKER**

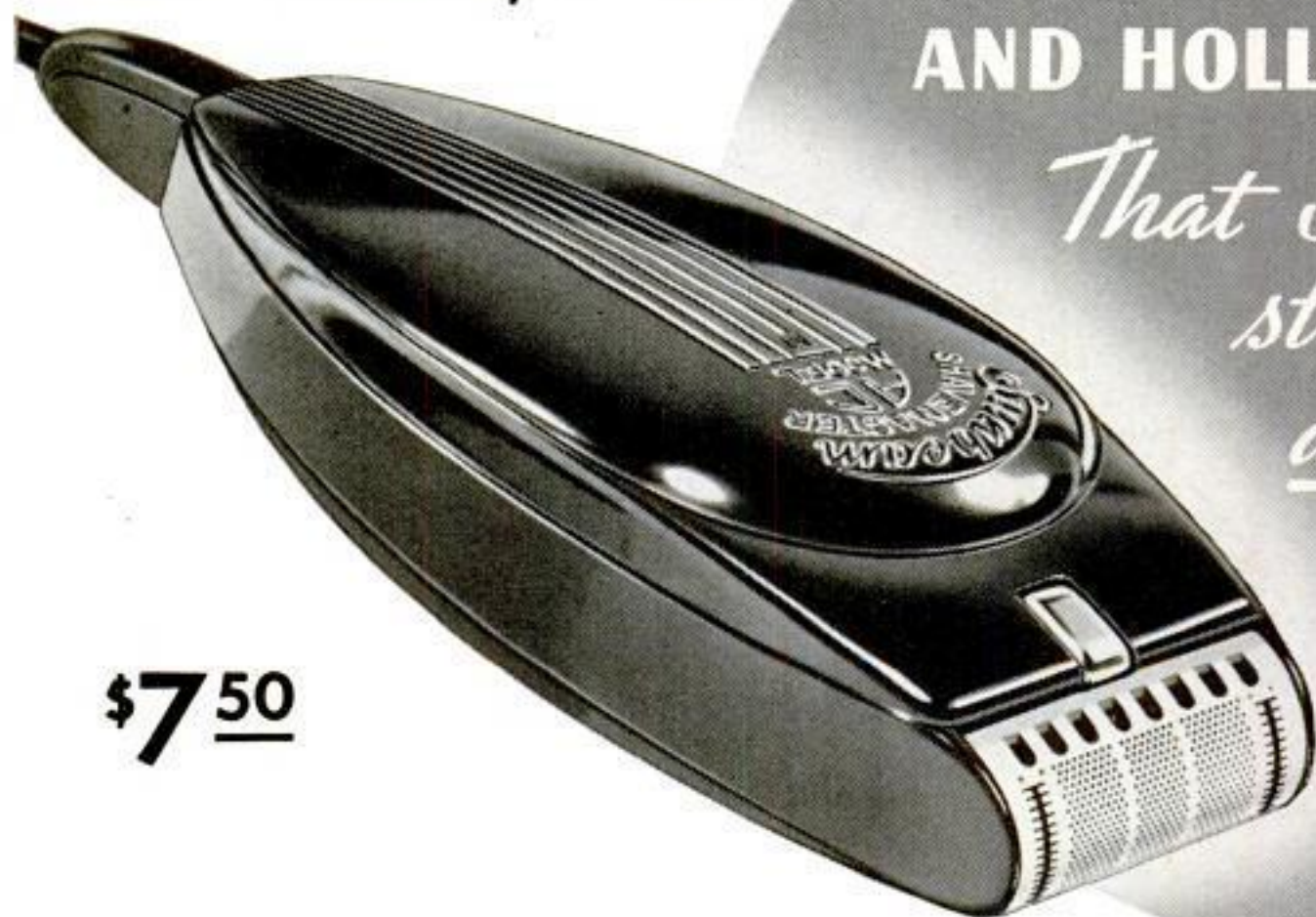
A super-thin screen of finest Swedish steel that picks up the beard the way it grows. Only two-thousandths of an inch thin.

**New HOLLOW-  
GROUND CUTTER**

with double, razor-keen cutting edges that get whiskers coming and going. Makes over 8 million cutting actions per minute within the "475" comb.

**THE NEW AC MODEL  
SHAVEMASTER**

*Made exclusively for use  
on alternating current*



**\$7<sup>50</sup>**

**BOTH WITH THE FAMOUS  
"475" COMB  
AND HOLLOW-GROUND CUTTER**

*That Shaves Close as a  
straight-edge  
and Faster*

**THE FAMOUS AC-DC  
SHAVEMASTER**

*for use on either alternating  
or direct current*



**\$15<sup>00</sup>**

THE NEW AC MODEL SHAVEMASTER, now announced to the men of America for the first time, is a result of years of continuous development work in Sunbeam laboratories. A marvel of precision workmanship—and a crowning achievement of Sunbeam engineers. It has the famous "475" head that shaves with quick, clean comfort and *straight-edge closeness*. It has the new Sunbeam magnetic type AC motor, with tuned and counter-balanced armatures, that reduces vibration and makes shaving a pleasure. Big enough to provide a motor with plenty of reserve power—yet trim and compact for easy, convenient handling. Only comparison by *actual test* will reveal the surpassing performance of the new Sunbeam AC Shavemaster. If you wish to use your Shavemaster only on AC current, you can enjoy Shavemaster's swift, smooth, comfort shaves for only \$7.50.

THE FAMOUS AC-DC SHAVEMASTER is the electric shaver that has won national recognition as "tops" in quick, close, comfort shaves. The one selected by leading airlines as standard equipment on their passenger planes. It has the powerful series-wound, brush-type, Universal motor with the on-and-off switch and operates on either AC or DC current. If you have occasion to use your Shavemaster on both types of current (if, perhaps, you travel widely and get into DC areas) the AC-DC Shavemaster is the one to buy. \$15.

- Both model Shavemasters have the famous "475" head embodying the exclusive, patented Sunbeam principle of dry-shaver operation. Unlike most other electric shavers the Shavemaster cutter does not shuttle back-and-forth in a lateral action behind a slotted comb. It speeds over-and-back in lightning-fast oscillations, picking up the beard and shaving it *close* and clean. That's why Shavemaster has made friends with hundreds of thousands of men the world over—and *kept them*.
- Try Shavemaster, either the new AC model (50 or 60 cycles) or the famous AC-DC model, at your dealer's today. You have a treat in store.



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**SAY! DON'T YOU EVER GET TIRED?**



1. IF ONLY I HAD YOUR VIM, VIGOR AND VITALITY. WHERE DO YOU GET 'EM, SUE?  
VITAMINS, TOM. I ALWAYS GET MY VITAMINS!



2. DAD'S A DOCTOR, YOU KNOW. AND HE SAYS YOU'VE GOT TO HAVE VITAMINS FOR PEP. HE'S STARTED ME EATING A PERFECTLY DELICIOUS BREAKFAST CEREAL CALLED KELLOGG'S PEP. THAT'S RICH IN VITAMINS B AND D. IT'S SWELL—YOU'D LIKE IT



3. SUE, IF VITAMINS WILL GIVE ME YOUR ZIP AND ZEST, I'LL START EATING KELLOGG'S PEP TOMORROW



IF YOU, TOO, HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT KELLOGG'S PEP! IT'S A SUPREMELY



DELICIOUS CEREAL—CRUNCHY FLAKES OF BRAN AND OTHER PARTS OF WHEAT, ENRICHED WITH EXTRA VITAMINS B AND D. EAT PEP EVERY DAY AND SEE IF YOU DON'T FEEL BETTER!



**Vitamins for pep!  
Kellogg's Pep for vitamins!\***

\*Pep contains vitamins B<sub>1</sub> and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B<sub>1</sub>, and about 1/2 the daily requirement of D.



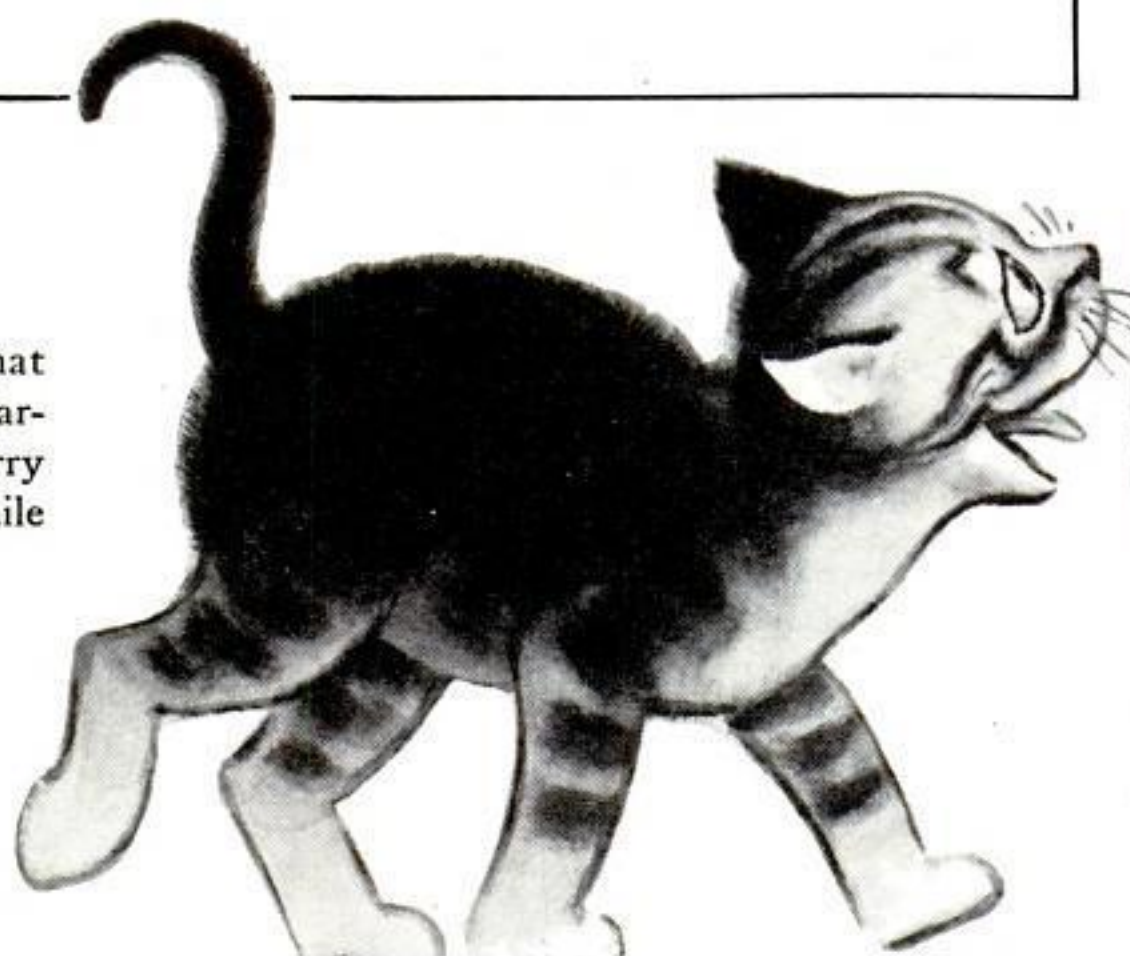
**LIFE'S COVER.** To get the fluid pictures of dancing grace on this week's cover and on pages 6 to 9, Veloz and Yolanda danced for four hours before Gjon Mili's camera. The photographs, snapped at 1/100,000 of a second, reveal movements too fast for the eye to catch. They show for the first time what really happens when hundreds of yards of ruffles in a dancer's dress whirl in rapid motion. Kathryn Kuhn, a specialist in gowns for dancers, makes Yolanda's gowns. One on cover has five chiffon layers, costs \$350. The hemline of its topskirt measures 24 yd.

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# "Say, Ma...Miss Martha's got herself a Man!"

**1. Remember, Ma,** you told me that for nine generations of cats Miss Martha's been setting her cap for old Harry Zepp? Well, guess what happened while you were off catching field mice!



Copyright, 1939, General Foods Corp.



**2. Yesterday,** Miss Martha picked me up and said: "Cuddles, Mr. Zepp is coming to dinner at last!" I meowed like she'd given me a catnip mouse. Home cooking will soften up the old bachelor, I think to myself!



**3. The dinner started** off fine. But then Mr. Zepp just about hit the ceiling when she offered him coffee. "Can't drink the durned stuff!" says he. "I love it... but it keeps me as wide-awake as an owl!"



**4. "La, Mr. Zepp!"** says Miss Martha, all girlish. "This is Sanka Coffee. 97% of the caffeine's been taken out... so it can't keep you awake! All the flavor's left in," she says as he hesitates. "It's REAL coffee. Just try it."



**5. "Why, it's delicious!"** says he. "Yes," says she. "And the Council on Foods of the American Medical Association says: 'Sanka Coffee is free from caffeine-effect, and can be used when other coffee has been forbidden'."



**6. The pay-off** comes this morning when she gets flowers and a note from Mr. Zepp, saying Sanka Coffee let him sleep like a 'possum, and would she go to the band concert with him Saturday night!



## SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

Now Selling at a New Reduced Price—  
the Lowest in History!

TUNE IN "WE, THE PEOPLE"... laughs, pathos, thrills, drama as real people tell true experiences!—Tuesday evening—Columbia Network—see your local paper for time and station.





Kapitänleutnant Prien geschmückt mit dem Ritterkreuz des Eisernen Kreuzes und Gattin beim Telefonat mit seiner Mutter

TRANSLATED CAPTION READS: "CAPTAIN-LIEUTENANT PRIEN, DECORATED WITH CHEVALIER CROSS OF THE IRON CROSS ORDER, AND HIS WIFE, TELEPHONING WITH HIS MOTHER"

## A GERMAN HERO PHONES HIS MOTHER: "I JUST SANK A BATTLESHIP"

To the select fellowship of naval immortals who, in small boats, stealthily, perilously, have ambushed and conquered mighty ships of war, there was added last week the name of Guenther Prien. Blond, boyish, diminutive (5 ft. 5 in.), he was hailed not only in Germany but by the British Admiralty and the seadogs of the world for his professional skill and daring in guiding his submarine into the dangerous waters of Scapa Flow on the night of Oct. 14 and there torpedoing the 29,000-ton battleship *Royal Oak* as she rode at anchor in the cold glare of Northern Lights.

Nazi reports of Prien's adventure tactfully omitted details of his approach into Scapa Flow. Britain was aghast that his craft had escaped the sub-surface death which claimed other U-boats in those channels during the first World War. However his exploit was accomplished, Prien was compared by seafaring men with America's Lieut. Cushing who, with 15 men in a tiny steam launch, torpedoed the Confederate iron-clad ram *Albemarle* in the Roanoke in the fall of 1864;



As seen through the periscope by Lieut. Prien, this drawing shows the fiery impact of the torpedo on the *Royal Oak*.

and with Italy's Paulucci who went swimming in the Adriatic and steered a mine into an Austrian dreadnought's hull. In Germany he took his place beside Weddigen of the *U-9* who sank three British cruisers in the North Sea in a single hour in September 1914, and beside Hersing who took his *U-21* to Constantinople and torpedoed the *Triumph* and *Majestic* off the Dardanelles.

In Berlin, Oct. 18, crowds gathered to cheer Prien and his youthful crew on their return to shore. Gifts poured in from all corners of the Reich. Adolf Hitler hung the highest order of the Iron Cross about Prien's neck. Grand Admiral Erich Raeder gave crosses to each of his 48 men. They were dined in the Führer's apartment and taken to a vaudeville show in the Wintergarten. The radio-picture above, taken exclusively for LIFE, shows the jubilant Prien telephoning to his mother.

One young man had given the British Navy the jolt of a generation and brought new furrows to the brow of the worried Sea Lord who appears on next page.



# THE FIRST SEA LORD STEERS HIS VAST FLEET AMONG GRAVE PERILS

**C**ommander Prien's exploit cost England only one ship but it sent through nations the chilling thought that the age when navies rule the world might be nearing its end. If a submarine could get one British battleship in six weeks, might she not in a year and a half get the other eleven?

The answer still is: probably not. For a submarine to enter a major naval base and sink a ship at anchor indicates not that battleships are outmoded but that somewhere in the British Navy there was negligence and blundering. It was, as Lord Beaverbrook said, "a scandalous episode."

The British Navy has always finished on top but it has often muddled through. Constitutionally allergic to change, the Admiralty was slow to take up steam, slow to adopt breech-loading guns and director firing. Target practice was long avoided because it dirtied the decks. During the great Anglo-German naval race prior to the first World War, British Admirals continued to be more concerned with "house-maiding" than with gunnery. Ships were rated by spit and polish instead of marksmanship. Jutland clearly demonstrated the superiority of German ships. Three years ago, in the Ethiopian crisis, when Italy was threatening to bomb the British base at Malta, the Navy was even worse off. Though Mussolini did not know it, the British sea power which steamed so boldly into the Mediterranean had only enough ammunition for one engagement.

The man who carried that ticklish situation off and then proceeded to put the Mediterranean Fleet back on its feet was the handsome, thin-featured gentleman at right—Admiral of the Fleet, Sir Dudley Pound. He did the job so well that today he is First Sea Lord. The Sea Lords wield tremendous power, sometimes enough to overthrow a government, as they did that of Asquith in 1915.

The Sea Lords face great problems. Britain's fleet, at its best in the open seas, is compelled today under exigencies of war to operate in narrow, dangerous waters. Some of her ship designing is faulty. Her personnel, by tradition, is better trained in seamanship than in tactics.

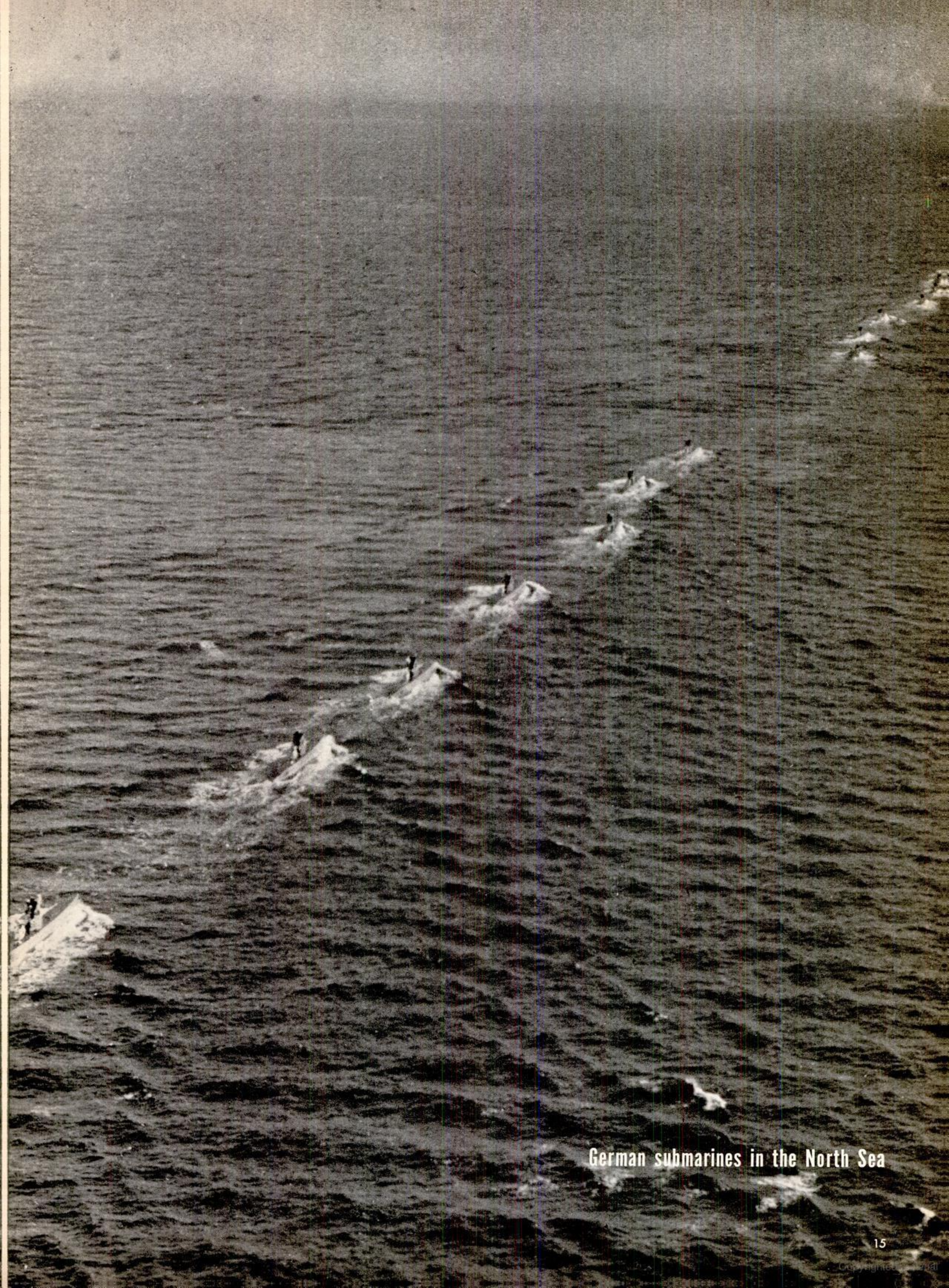
No high-seas fleet, blasting away from a line of battle, now menaces Britain. Her ships face a phantom foe, fighting a guerrilla war, hurling sudden death from under the seas, dropping it from the clouds. The picture on the opposite page, showing a string of German coastal submarines streaking through the North Sea during maneuvers, is enough to give the most complacent British Admiral a shiver. This and the airplane are the challenges which the heirs of Nelson face.



SEA LORD NELSON PEERS OUT AT THE SEA LORDS OF 1939







German submarines in the North Sea



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Neutrals fight to stay neutral as Turkey takes the Allies' side and Britain pleads for the "puff-puff"

There were only three nations engaged in what was still called the World War by the end of last week. They did little fighting. Germany struck by sea and air (see page 20), pushed French troops almost entirely off German territory, held masses of troops for an offensive on the western front. But in the neutral capitals of Europe, a more desperate struggle was being waged as the neutrals sought frantically to stay out of war, and the belligerents fought to enlist their help.

The Allies won the biggest diplomatic victory. After a tug of war with Russia, Britain and France got Turkey to sign a limited mutual assistance treaty with them. By its terms, Turkey promises to fight with the Allies if war breaks out in the Balkans or the Mediterranean. Turkey's President İnönü reserved the right, however, not to fight against Russia. By this treaty, the Allies kept open a backdoor to the Balkans through the Dardanelles, further immobilized Italy.

Russia, however, began to growl ominously. For three weeks, Stalin had kept the Turkish foreign minister cooling his heels in Moscow, trying to persuade him to close the Dardanelles to all belligerents but refusing to promise help if Turkey had to fight Germany. Russia felt Turkey was being foolishly drawn into a war for the Allies, declared angrily that this Allied attempt to drive a wedge between Soviet and Reich was doomed to failure. Germany hinted that Turkey might lose her status as a neutral.

In the opposite corner of Europe, meanwhile, a strange anachronistic scene was unfolding. In Stockholm there gathered three Nordic kings—Gustaf of Sweden, Haakon of Norway, Christian of Denmark & Iceland. Not only Finland, which LIFE examines this week (pp. 69-77) but all the Scandinavian countries were faced with the danger of national death, like Czechoslovakia, or of a fate worse than death, like Estonia. The people of Stockholm lined the streets, listened to huge choruses sing hymns. They



İNÖNÜ



HEDIN

clustered in the Cathedral where the three Lutheran kings and the Lutheran president of Finland knelt in prayer to ask God's help. Like a medieval city, the whole capital turned to God for guidance. The scene seemed even stranger when Sweden's emissary to Hitler returned. This was no ordinary diplomat but the famous Sven Hedin, a brave man who had explored the Gobi desert wastes of Mongolia. Friend of Hitler, he would not say what the Führer had told him. But reporters guessed that Germany could not stand in the way of its friend, Russia. Sad but hopeful, the kings and their captains departed.

Italy, teetering unhappily on the shaky fence of neutrality, was jolted by the Allied-Turkish pact, then recovered. The possibility of having to fight Turkey, if she went in with Germany, gave Italy further reason for wanting to stay out of war. A report from London quoted spunky little King Victor Emmanuel III: "So long as I am head of the House of Savoy, Italy will never take up arms against France."



VON RIBBENTROP

informally written government White Paper:

"Hitler is a mixture of longheaded calculation and violent and arrogant impulse. The former drove him to seek Britain's friendship, and the latter finally into war with her." Henderson quotes Hitler as saying: "If you wish to obtain your objectives by force, you must be strong; if you wish to obtain them by negotiation, you must be stronger still."

"Göring would have preferred a peaceful solution," claims Henderson. But said Göring to him: "When a decision has to be taken, none of us counts more than the stones on which we are standing. It is the Führer alone who decides." To which Henderson adds: "Hitler is surrounded by mere 'yes men' whose flattery and counsels alone are endurable to him." In the end he came to believe his own official propaganda.

A provincial himself, who had never traveled outside his own country, Hitler leaned for his judgment of the outside world on von Ribbentrop, the most worldly of his circle. And von Ribbentrop said Britain would not fight.

"Tops in Impertinence." Colonel Lindbergh's proposal that Canada cut adrift from the British Empire was attacked from all sides. Gene Tunney called it "the tops in impertinence." Eleanor Roosevelt, in *My Day*, declared that she agreed with Dorothy Thompson who sensed "in Col. Lindbergh's speech a sympathy with Nazi ideals which I thought existed but could not bring myself to believe was really there." General Hugh Johnson bellowed back at the President's wife: "That is exactly the kind of stuff that got us into war in 1917."



TUNNEY

**In the War World.** In the change-over from peace world to war world these marginal notes made recent history: In Britain the Ministry of Economic Warfare, called "MEW," took "WHISKERS" for a cable address. The Duke of Windsor, in a major general's uniform, wore suede shoes. The *Times* of London, to relieve war nerves, wrote an editorial on "Plea for the Puff-Puff" (steam train). With 231,000 cases of Scotch whisky on the Atlantic, distillers feared a shortage of aged Scotch if U-boats sank the ships. Thrifty Scots gathered fish killed by the explosion of German bombs after the raid on Rosyth. A device to keep sentries awake by an electric bell that rings when a sentry's eyelids drop was offered for patent.

In France the Duke of Windsor's chef, mobilized as a cook, complained that he had no chance to prepare delicacies for the troops. In a one-street hamlet

**Henderson on Hitler.** Nazis used to refer contemptuously to Sir Nevile Henderson, the British Ambassador, as "Sir Servile Henderson." But Henderson had the last laugh. Following up his official reports in the British Blue Book (LIFE, Oct. 16), last week he gave the top Nazis a shrewd psychological going-over in an

on the Dutch-German border, people on the German side were forbidden to communicate with people on the Dutch side. Fourteen barrels of moth balls were used to preserve the furnishings of the *Normandie*, docked in New York. In England a French freighter was held up by the British who changed the ship's manifest to include six cats after three kittens had been born during the crossing. Hitler and Goebbels were reported amusing themselves on trips by playing "Beaver," with Hitler usually winning.



BARBARA

**Repatriation.** Back to the U. S. as war refugees came two subjects of the King of Denmark, Countess Barbara Hutton Mdivani Haugwitz-Reventlow and her 3½-year-old son Lance. The 5- & 10¢ heiress was met at the pier by Woolworth pickets, at which she cried out: "Welcome home—I don't think!"

Persistent rumors were that she had come to re-establish her U. S. citizenship and marry, for the first time, an American, Robert Sweeney, broker and golfer.

**Strong Talk in Tokyo.** While their war in China was doing poorly, Japanese received a set-back at home from U. S. Ambassador Joseph C. Grew. Speaking in Tokyo to a group of notable and important Japanese, the Ambassador said sternly that America resented the "bombings, indignities and manifold interference with American rights" in China. The Ambassador had recently returned from a trip to Washington, he stressed, and his words came "straight from the horse's mouth." The Japanese replied that nothing would stop Japan's drive for a "new order" in Asia. But it was suggested that such strong talk from a friendly Ambassador would never have come had not some very important Japanese, notably businessmen, wanted Japan's Army and people to know for sure how America felt.



GREW

### PICTURE OF THE WEEK

Photographers are ordinarily forbidden in the Kremlin. But when the Germans flew to Moscow to sign their non-aggression pact they took along a photographer and Josef Stalin let him stay. This picture, which reached the U. S. last week, shows the ruler of Soviet Russia, now just as imperial as Czarist Russia ever was and more successful at it, turning for a moment to his Chief of Staff, General Boris Shaposhnikov, to dictate a note. Last week these men's armies filled half of Poland, were on their way into Estonia, Latvia and Lithuania, and massed on the borders of Finland. Fifteen hundred miles away they stood guard on Turkey and Iran and 3,500 miles away, after hard fighting and an uneasy truce, on the Japanese in Mongolia.





Imperialist Stalin, successor of 22 Czars,  
dictates to the chief of his general staff



# THE U.S. SENATE WINDS UP ITS "GREAT DEBATE" ON AMERICAN NEUTRALITY

A touching moment in Frank Capra's new movie, *Mr. Smith Goes to Washington* (LIFE, Oct. 16), comes when naïve young Senator Jefferson Smith rises to defend himself by filibuster against charges of graft and all his colleagues walk out on him (below). Last week, a real-life approximation of the movie filibuster occurred when the real Senate's counterpart of "Senator Smith," naïve, 34-year-old Rush Holt of West Virginia (standing in back row), rose to speak in the debate on Neutrality revision.

The crowded galleries emphasize the emptiness of the floor. A handful of Senator Holt's Isolationist comrades sat by to spell him with interruptions as he twanged on for four and a half hours against repeal of the arms embargo. At his left in the back row are New Mexico's Chavez, Missouri's Clark, South Dakota's Frazier. In front of him sit a Senate stenographer, visiting ex-Senator Robert L. Owen of Oklahoma and, in the front row, Kentucky's faithful, dogged Alben Barkley, who as Majority Leader has to be present no matter how bored he is. At far right is North Carolina's Reynolds. The Senator drowsing in the chair as substitute for Vice President Garner is Tennessee's Stewart.

A few minutes after this picture was taken, Senator Clark, to give Holt a few minutes' rest, suggested the absence of a quorum. Seventy Senators crowded to the doors to answer their names and then returned to the cloakrooms.

Commenting on the Senate debate, Mussolini's newspaper observed: "A battle, which can influence the development if not the outcome of the war, is being fought 4,000 miles away from the European front."

As the "Great Debate" drew to a close last week, the reason seemed plain why it had turned out to be as dull as the war on the western front. Nearly everything that could be said on the subject had been argued by press and radio for weeks before Congress convened. The war lull quieted the first panicky fears of U. S. involvement. From the first it had seemed almost certain, barring some unexpected event, that President Roosevelt would get his way about arms-embargo repeal. And finally, the edge had been taken off the debate by the debaters' lack of candor—the pro-repeal Senators concealing the fact that their real motive was a desire to help Britain and France beat Hitler, the anti-repealists hiding the fact that their major aim was to stop the President from implementing his pro-Ally sympathies.



EMPTY SENATE IN "MR. SMITH GOES TO WASHINGTON"











**A German pilot** gets an ovation from squadron mates as he climbs out of his cockpit after shooting down a British fighter. A ground crew mechanic holds back the glass cover of

the cockpit on his Messerschmidt Me. 109. The pilot, a junior non-commissioned officer, wears no parachute, helmet or flying suit. The dogfight took place over the western front.



**Beside the wreckage** of the British reconnaissance plane which he shot down behind the German lines, the victorious German pilot receives congratulations from his superior officer.

Notice that he wears an Iron Cross. The Germans claimed last week that they had destroyed a total of 77 Allied planes in the west and had not yet begun their real air effort.



# GERMAN AND BRITISH AIRMEN ACT GALLANTLY IN FEELER AIR RAIDS

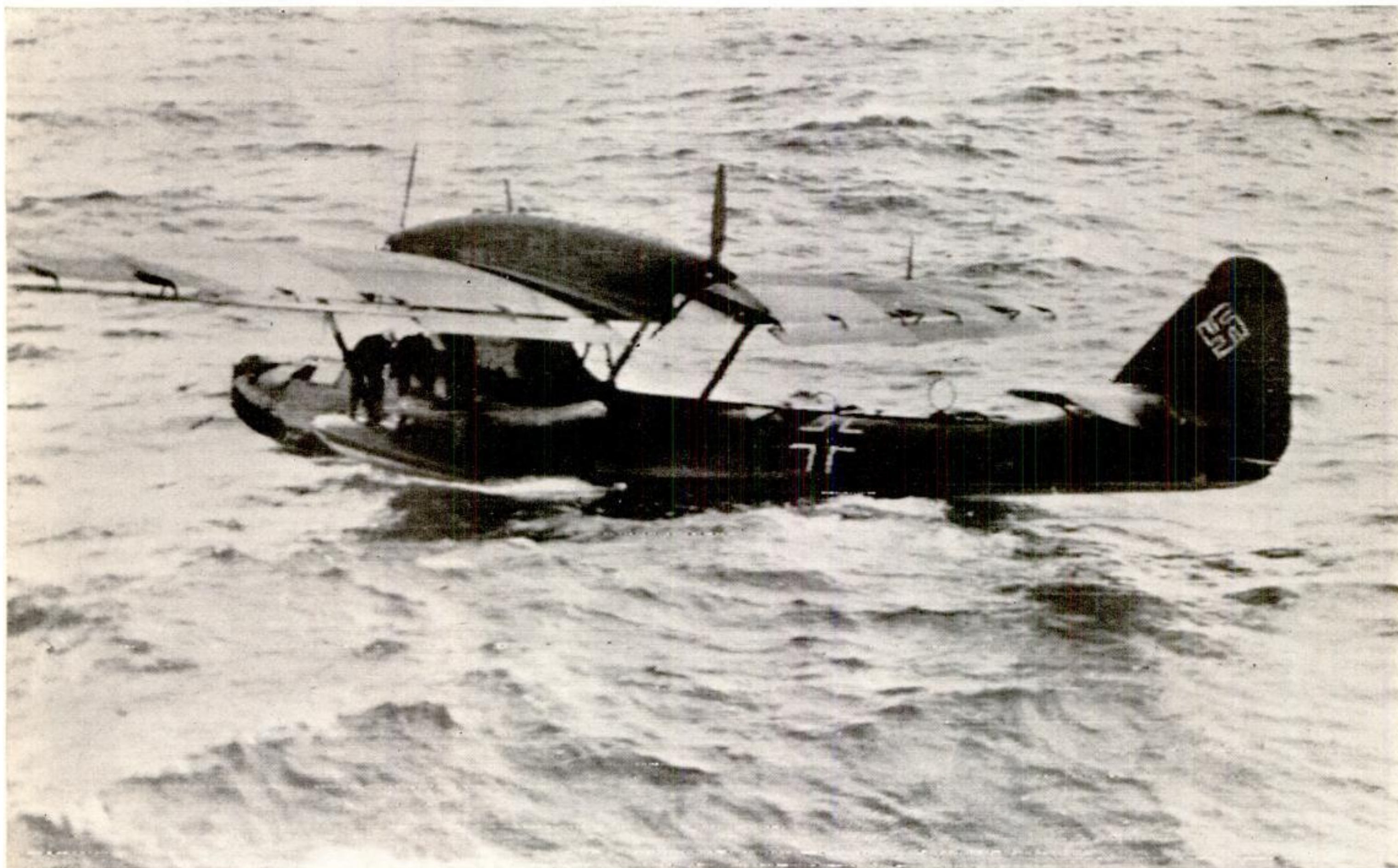
What old weapons like the torpedo, the machine gun, the anti-tank gun and the depth bomb can do is already pretty well known. But the unsettled riddle of this war is still what the rival weapons of the airplane and the anti-aircraft gun can do. The airplane is Germany's main hope of applying to England the blockade that England is now applying to Germany to win a cheap war. But up to the end of last week, Germany had not yet really tried out the airplane, quite possibly because she fears reprisals as much as the Allies do. The world press made big black headlines out of several small feeler raids on British naval bases. The headlined damage—minor hits on two cruisers and a destroyer—proved nothing. Even if really hard hit, the British heavy ships could abandon a close blockade of the North Sea and retire to more remote bases.

The German raids were carried out, not by wave after wave of big, fast, first-line bombers flying in attacks of a dozen, but by small second-line flights. The bombers that attacked the Rosyth naval base, Oct. 16, were Dornier Do. 18 flying-boats (*see below*) designed for transatlantic mail service. They have a long range, 3,200 miles, but make only 160 miles an hour and carry barely 1,000 lb. The real bombers carry 2,200-lb. loads at speeds up to 300 miles an hour. It was surprising that the British pursuit planes and anti-aircraft did not get all the Dornier bombers. Instead, they claimed to have bagged four out of twelve.

In this tentative air-raiding, both sides were behaving with great gallantry. Scots officers in kilts ceremoniously buried the German fliers killed in the Rosyth fight and fired a salute over their coffins. Germans treated captured British officers handsomely. Only sour note was a report that a French pilot escaping from his plane in a parachute was machine-gunned in the air by the German planes.



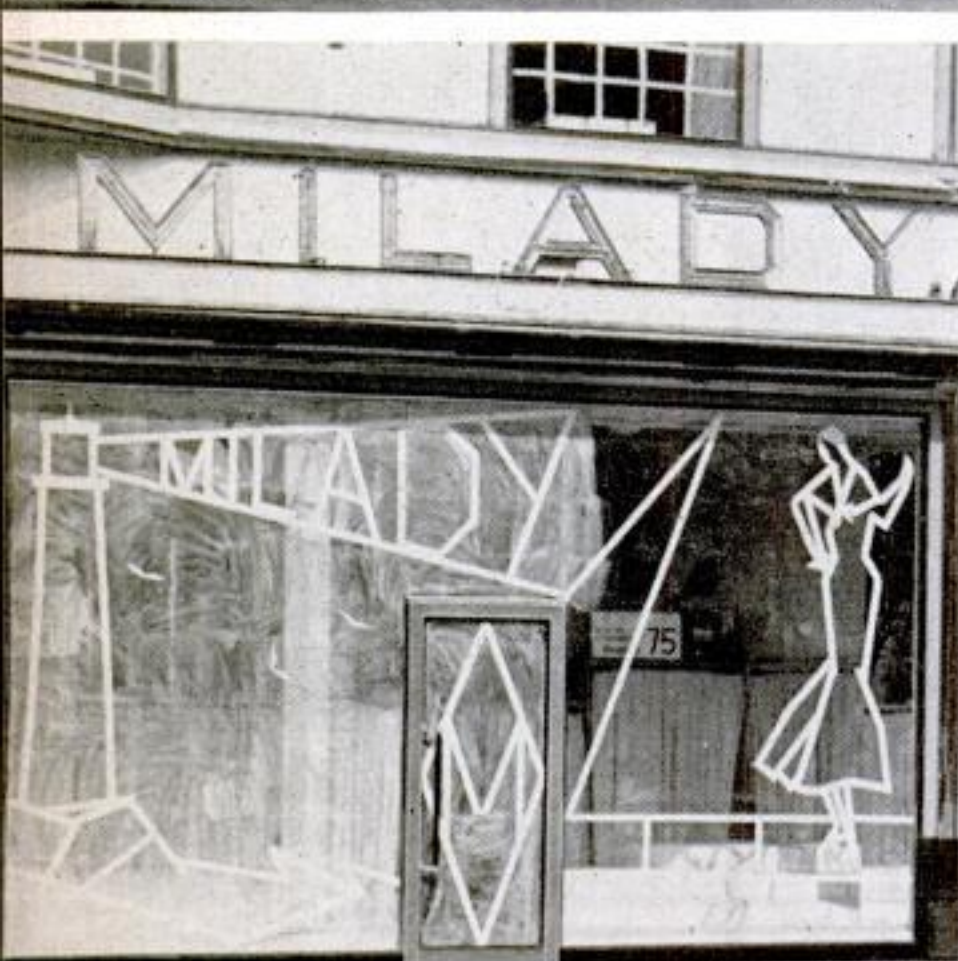
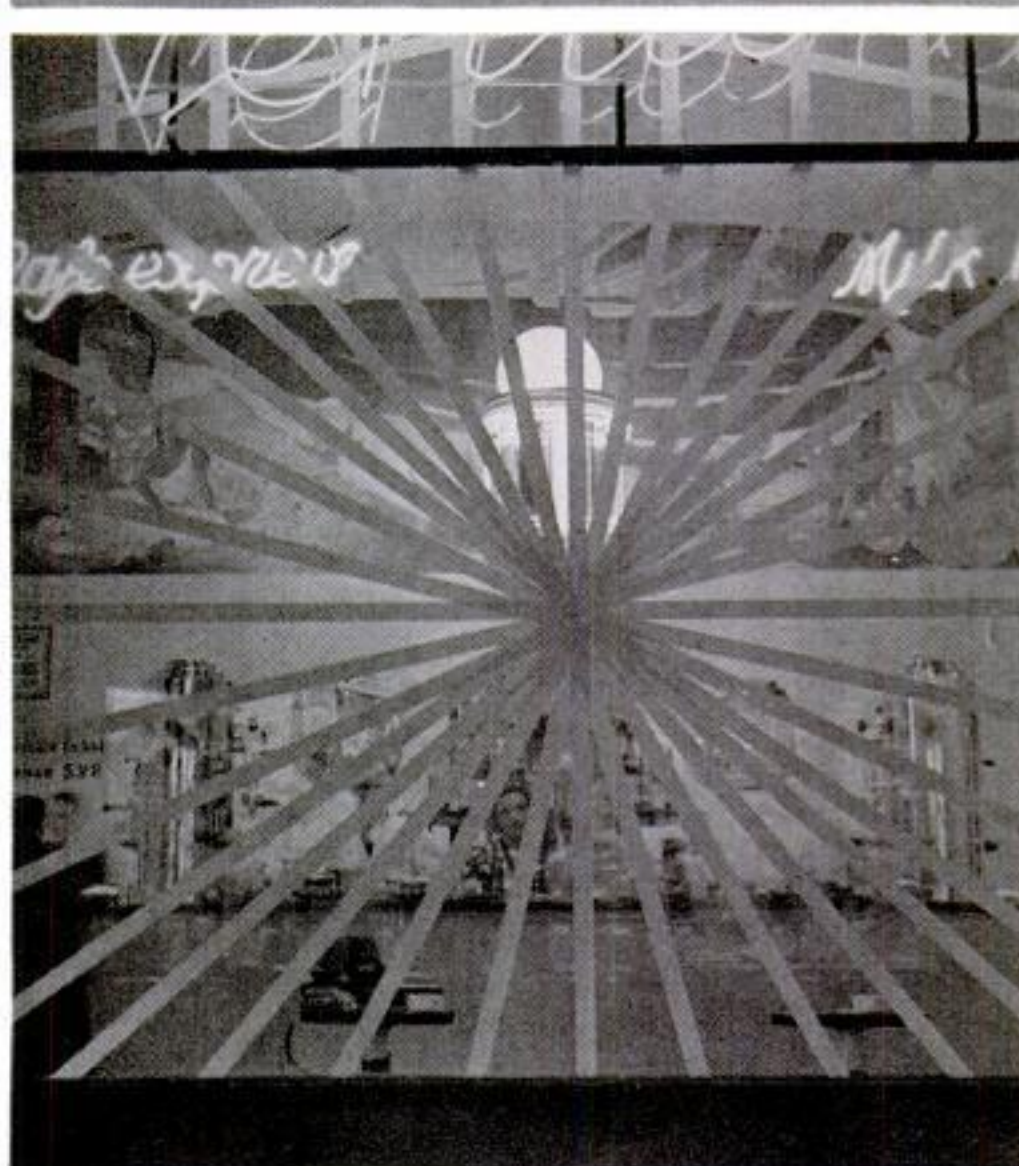
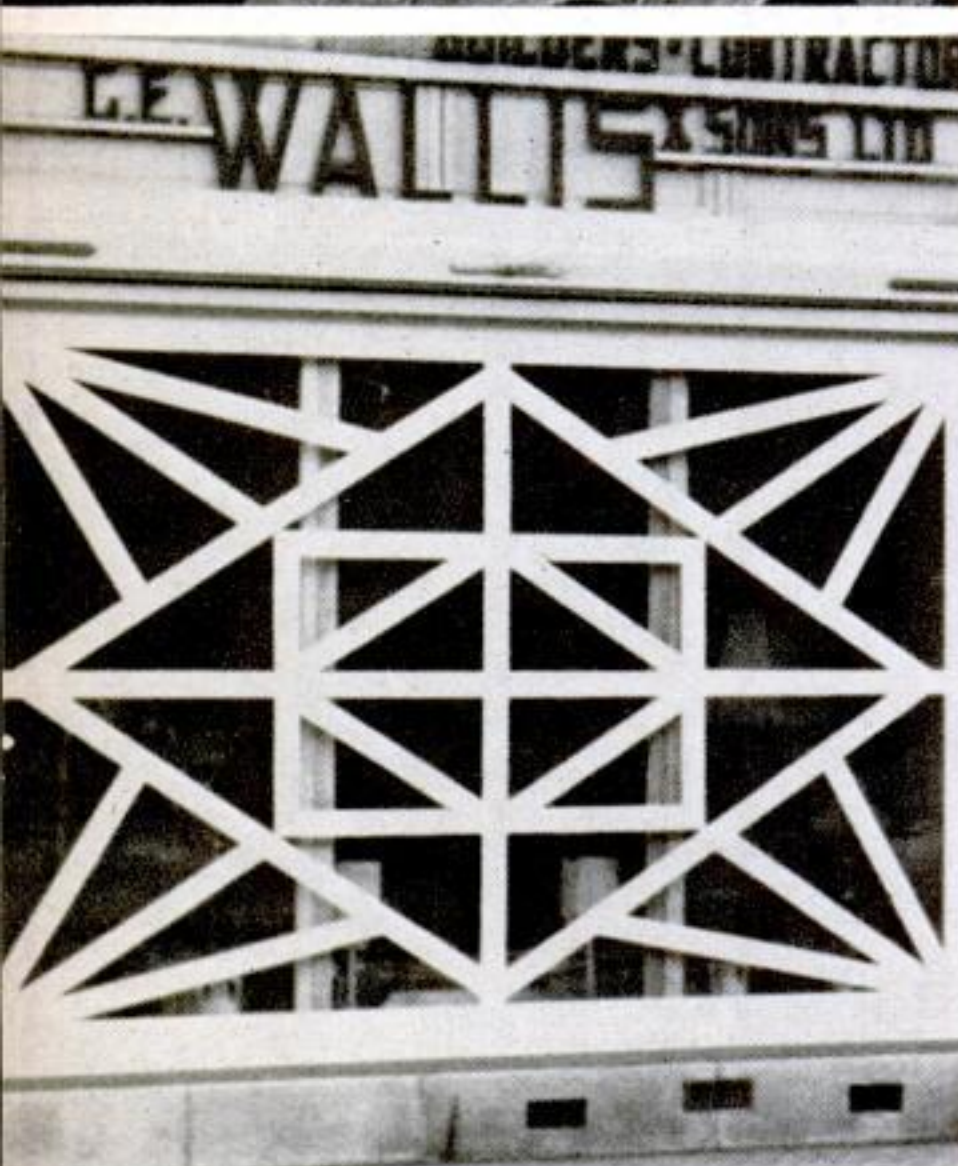
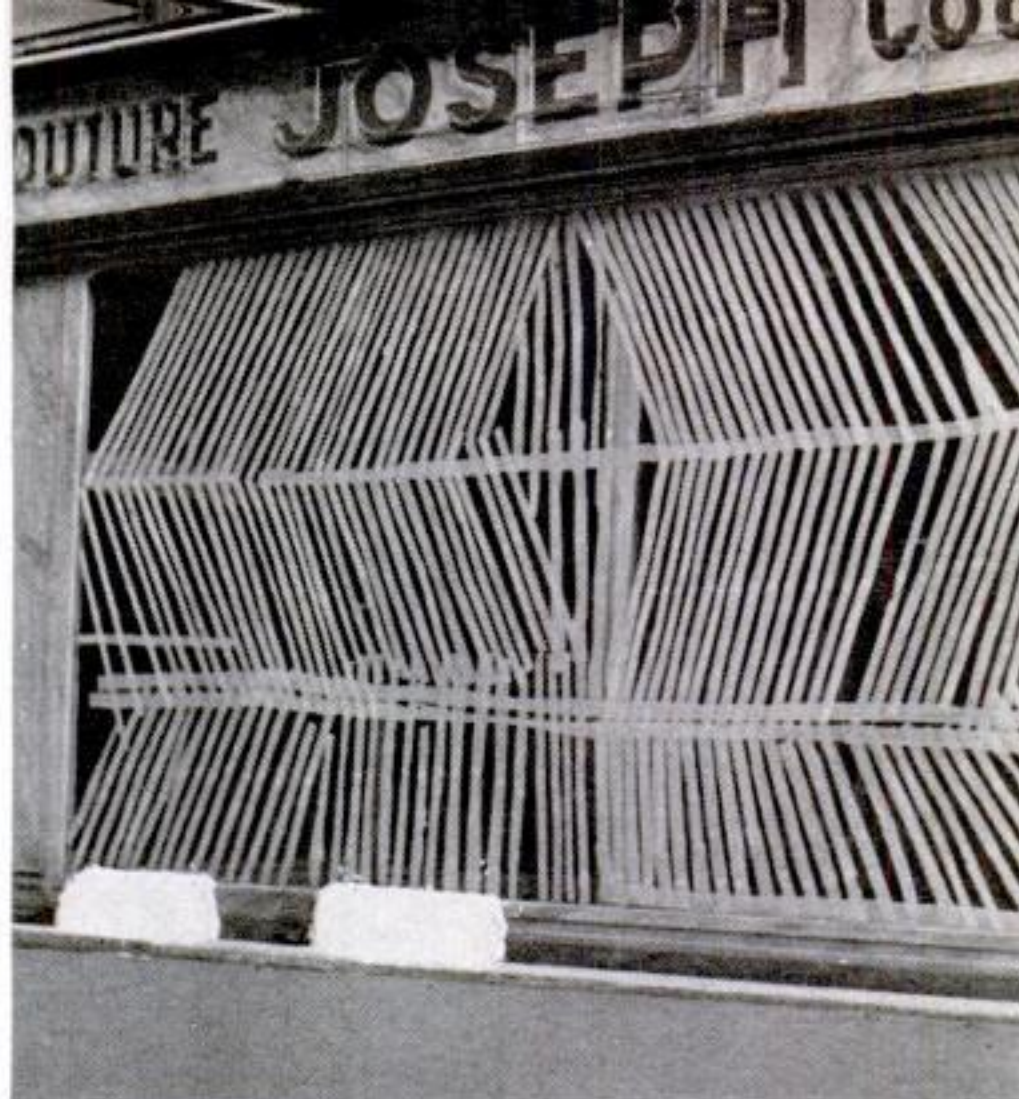
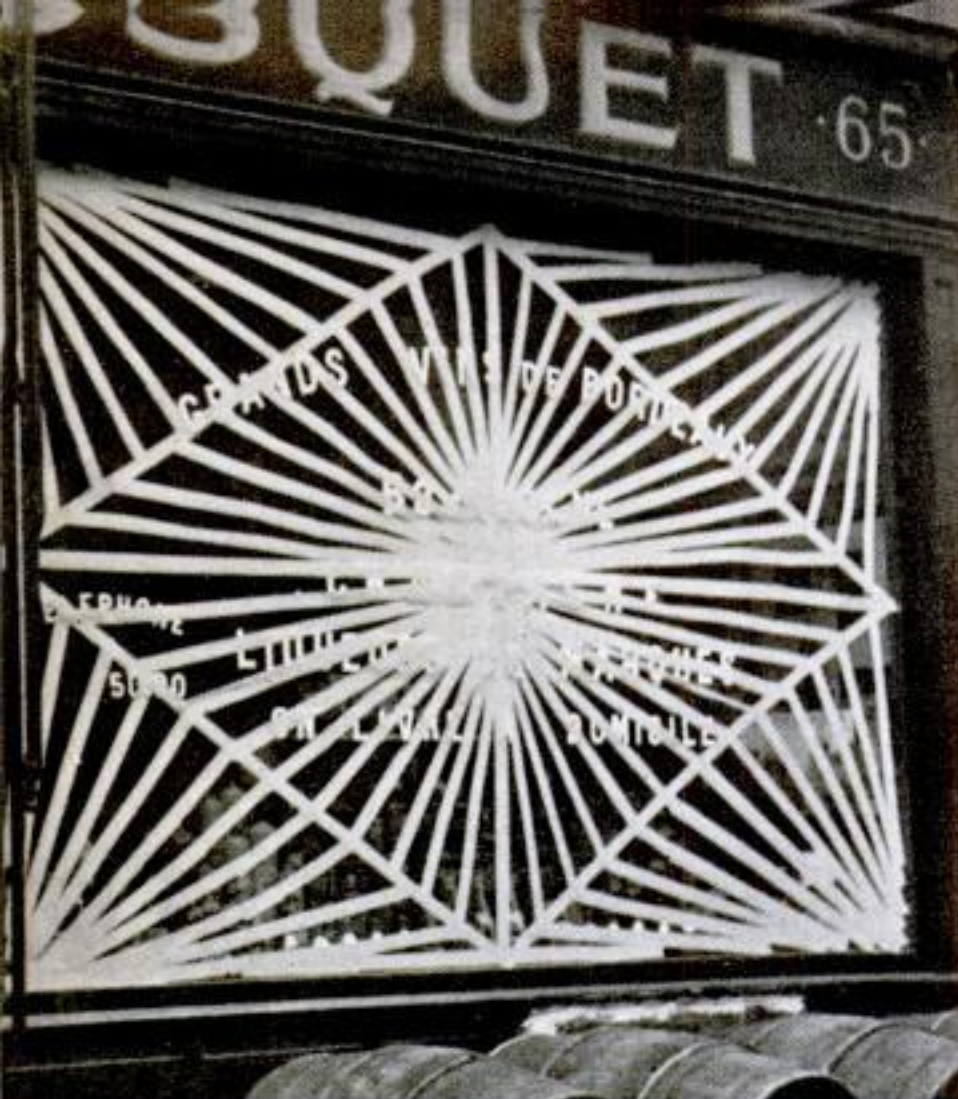
Two British aviators of the R. A. F. (*right*), prisoners of war in Nazi Germany, are proudly photographed by the German Propaganda Ministry in friendly conversation with a German infantryman.



This German bomber was shot down in the Oct. 16 raid on the Rosyth naval base in the Firth of Forth near Edinburgh. As the boat of a British destroyer approaches the plane to

rescue the German crew, they climb out on the hydrostabilizer. The Germans evidently are not using their best bombing planes, for this is a Dornier flying-boat made for mail flying.



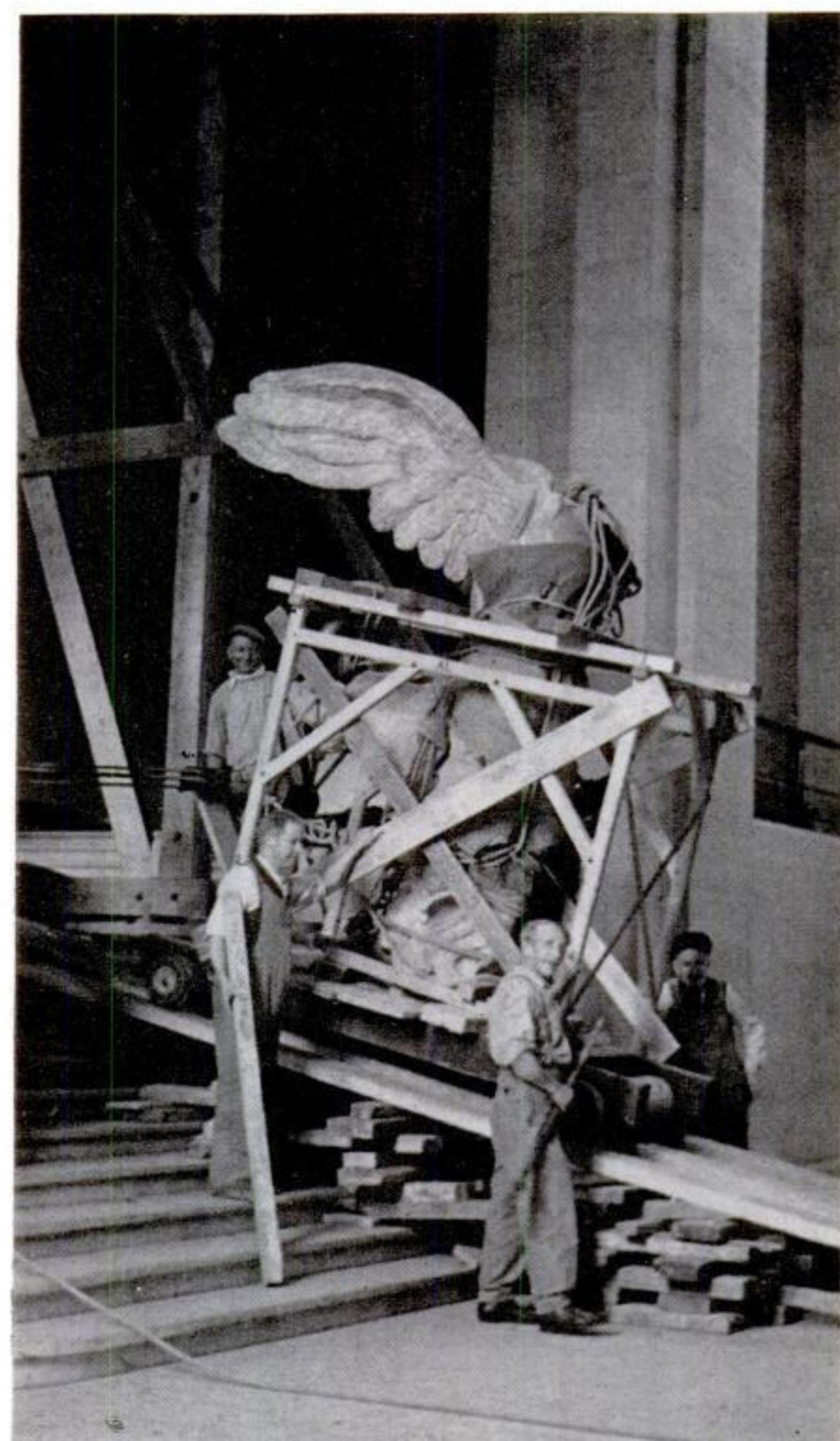


## FRENCH SHOPS MAKE ART OF WINDOW TAPING AS DEAUVILLE IS DESERTED

The atmosphere in France behind the lines is toneless gray. People feel neither dimly black nor brilliantly white. But there is some sprightliness on the Paris boulevards owing to the artistic manner with which shopkeepers have pasted strips of paper across store fronts as a protection against the shattering effects of bombs. With typical French ingenuity and taste, these gay window patterns are "little masterpieces" of art.

Shown on this page are some of them. They range in design from intricate triangles and radiating lines to spider webs. Milady, a dress shop, has window strips that represent a mannequin looking at a lighthouse which flashes the name "Milady" (bottom, left). One office, however, which dispensed altogether with window taping was the North German Lloyd steamship company (bottom, center). Its German employees left Paris in too great a hurry to care whether windows broke or not.

An improvement over the last War has been the re-opening of theaters after a few weeks instead of six months. Most movie houses have stayed open and curtains are rising in a few theaters. The *Comédie Française*, which runs three matinees a week, ends performances with a stirring rendition of *La Marseillaise*. Each patron is given a ticket which tells him where to go in case of an air raid. At the *Concert Mayol*, a raw *Folies Bergères*, soldiers on leave are seeing a girly revue that is too bawdy even for the Paris press. Here and there cafés are re-opening. The *Café de la Paix*, the meeting-place of many Americans, is open. But the resorts, like Deauville, where tourists frolicked up till a few weeks ago, are hopelessly deserted (see the opposite page).



"Victory of Samothrace" (the famous *Winged Victory*), one of the great examples of ancient Greek art, is removed to a safer part of the Louvre.

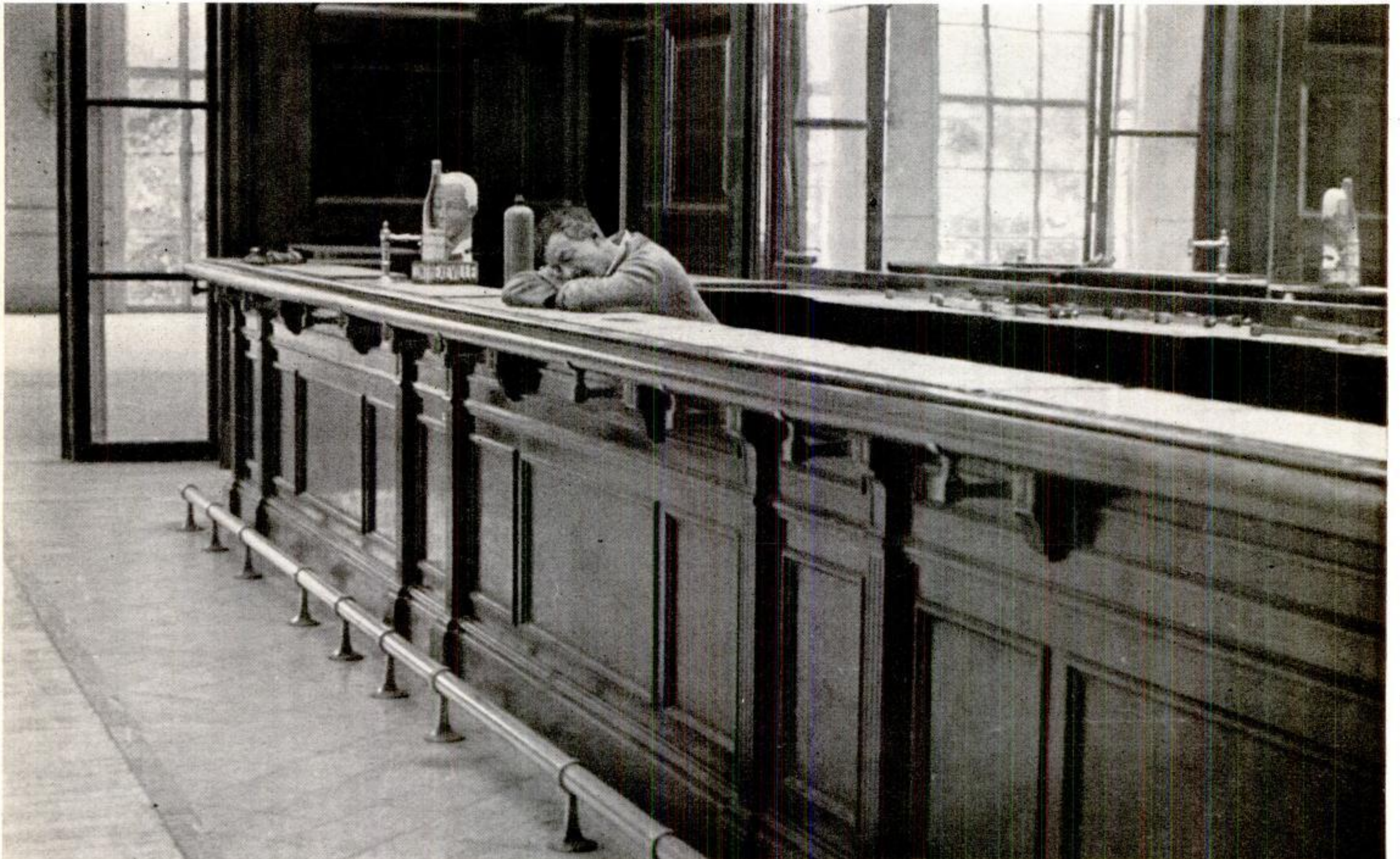




On the boardwalk at Deauville, where gay tourists were enjoying themselves until a few weeks ago, Berry Wall,

American *bon vivant*, whose flashy clothes and gay spir- its have been an integral part of French social life for 40

years, sits forlornly alone. Before he went to France, Berry Wall was a great Beau Brummel in New York in the '90's.



At the empty bar of the fashionable Casino in Deauville, gay Channel resort, Henry, the bartender, who has seen

\$1,000 bills tossed lightly about in his time, takes a little nap. The Casino is scheduled to become a base hospital.

Height of season at Deauville is August, but even the few visitors who usually remain through the autumn are absent.





## INDIA

On a quiet country road in India, two strange comrades may be seen walking these days. They are Mohandas K. Gandhi and the towering Pathan Khan of the Northwest Frontier, Abdul Ghaffar Khan, one of his few Moslem friends. Gandhi is trying to get Dominion status for India

out of this war. The catch is that if Britain gives India to its 240,000,000 Hindus, 80,000,000 Indian Moslems will squawk. More important, brother Moslems in the crucial Near East may turn against England. So, to prove Moslem-Hindu solidarity in India, Gandhi walks with the Khan.



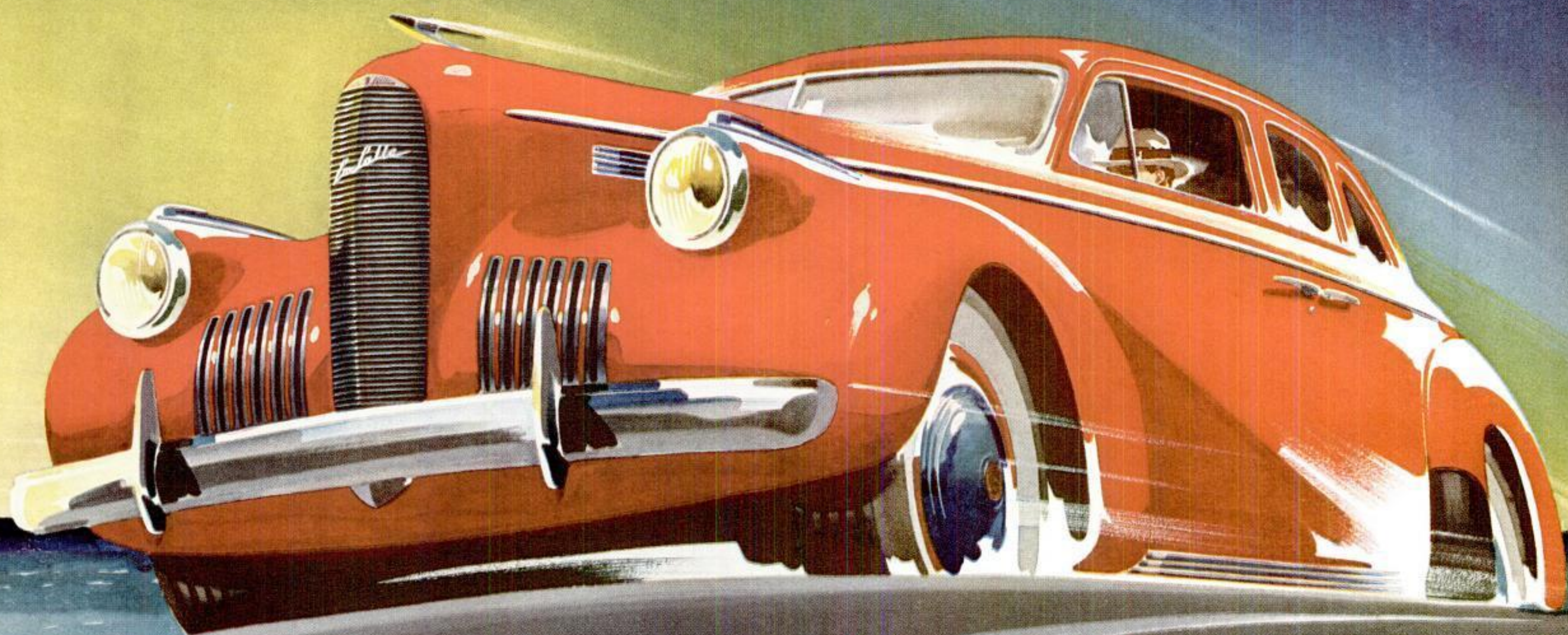
## CHINA

In great Shanghai an underground war is now going on between the white men of the International Settlement and the Japanese Army working through Chinese puppets. This mob of haggard, hungry Chinese has presumably been encouraged by the Japanese to riot for rice, to show

that the Settlement's Chinese police (*foreground*) cannot keep order. But elsewhere the war in China was going badly for Japan. The Chinese had actually smashed the Japanese in a major victory north of Changsha. Japanese businessmen wanted to stop the war and grab British markets.



# DRIVE A LaSalle!



## FOR Performance, Comfort AND Economy

WHEN IT COMES TO MOTOR CARS—performance is the watchword! Performance makes or mars your satisfaction. And that's reason Number One why you should buy a LaSalle. It has *Cadillac* performance!

The minute you take the wheel, you'll sense what this means. There's a smooth feel to that big V-8 engine that you get nowhere else. But don't let its soft voice fool you—for it speaks with authority. You'll go farther and faster on a touch of throttle than you've ever gone before. And you'll do it so *easily*! You just make up your mind what you want to do—and your LaSalle follows suit. Never before was there such an *obedient* car.

And it's so restful to ride in. LaSalle provides the *Cadillac* standard of comfort. Your LaSalle ride is actually levelized. Not even on the roughest roads do you feel like holding onto yourself. You sit without effort, completely relaxed. Truly, to ride in the new LaSalle is to rest.

You'll ride more *thriftily*, too. Among the many fine advancements introduced by LaSalle for 1940 is *new economy*. LaSalle's more powerful Cadillac engine now gives as much as 10% greater gasoline economy.

But you can't *read* yourself a LaSalle ride! You'll actually have to sit at the wheel to get the whole magnificent story. Why not do it today—while you're in the mood? Your dealer will be glad to prove everything we have said with a LaSalle demonstration.

*If performance comes first with you, then so will LaSalle—because, underneath its shapely hood is a Cadillac V-8 engine, more powerful than ever, and even more economical!*

A GENERAL MOTORS VALUE

V-8



# NEW MERCURY 8

**READY FOR MORE RECORDS**



**B**REAKING every precedent in modern automobile history, the brand-new Mercury 8 in less than three months won itself a position among the ten established sales leaders!

The 1940 Mercury 8 is a brilliant successor to that record-breaking car. It offers many refinements that make it an even more desirable car to own. With every advantage that you'll find in any car of this big-car class—it has something more: **ECONOMY** that would be good in *any* car!

Distinctive new streamlines should again earn the Mercury the title of "Style Leader" in its class.

Attractive new interiors enhance the pleasure of riding or driving. New Finger-Tip Gearshift is mounted on the steering column, up out of the way. New seat construction and softer front springs add to the unique comfort of the Mercury Ride. More than twenty other improvements are added to the Mercury's safety, comfort, quiet and performance.

We invite you to look at this greater Mercury 8—critically. Feel the way it rides and drives under all conditions. Any Mercury dealer will give you full opportunity to get acquainted with the car.

## **MERCURY HIGHLIGHTS FOR 1940**

Finger-Tip Gearshift—mounted on steering column.

New Sealed-Beam Headlamps—for greater safety in night driving.

New Controlled Ventilation—all-weather comfort.

95-hp V-type, 8-cylinder Engine—smooth, powerful, supremely efficient. (Owners report up to 20 miles per gallon of gasoline.)

Big Hydraulic Brakes—quick, straight stops. Improved brake drums for greater quiet.

Wide, Roomy Bodies—seat six in comfort, front and rear.

New Streamlining and Interior Styling—New beauty of lines and colors. Choice of tailored upholsteries.



CLOSE-UP



ON FLOOR OF HIS BOSTON STUDY ADMIRAL BYRD EXAMINES MAP OF RIVAL NATIONS' CLAIMS TO ANTARCTICA

# ADMIRAL BYRD

GREATEST POLAR ADVENTURER

GOES TO CLAIM ANTARCTICA

by CHARLES J. V. MURPHY

Since the death of the great Roald Amundsen in 1928, Rear Admiral Richard E. Byrd, U. S. N. (Retired), has been the world's No. 1 explorer. As early as 1925, while still an unknown naval officer, Byrd dabbled with aircraft as an exploring weapon on the Greenland ice cap. In 1926 he nosed out the veteran Amundsen in an aerial race to the North Pole. The following year, though a test-flight crash robbed him of a chance to beat Lindbergh to Paris, Byrd made a transatlantic flight which was one of the most hair-raising epics in aerial annals. Two years later he added the South Pole to his bag.

In the course of two Antarctic expeditions the Admiral has explored some 450,000 square miles of previously unknown lands. No explorer of Byrd's generation has looked upon so much virgin ice and snow. None has named so many nameless bights, peaks and headlands for grateful friends and backers. Furthermore, while most explorers are unadjudicated bankrupts, the Admiral has emerged from *terra incognita* a wealthy man.

One of the remarkable facts about Admiral Byrd's success is that it has been accomplished in a dying profession. The professional explorer is an anachronistic fragment, caught, like the kangaroo, behind the evolutionary eight-ball. A romanticist, he is suspect in a materialistic world. Doomed by a shrinking geography to comb comparatively worthless vacancies, he may even be ashamed to justify exploring for exploring's sake. A non-professional like Lincoln Ellsworth, who inherited a fortune (from a capitalist father), or a museum explorer who has monographs to write and specimen cases to fill, can obviously justify his escapist motives. Others, being dependent upon public handouts to buy ships and planes and supplies, and upon lectures and books for a wage, are likely to find that all the endurance and resourcefulness developed by their Spartan travels are inadequate to solve the problem of earning a living between times at home. Byrd, however, has passed with flying colors the tests of the explorer's life both at the Poles and in the U. S. A. He is now not only the greatest living explorer but the only one still plying his trade on the grand scale. Byrd is now plying it on a grander scale than ever.

Next month Admiral Byrd is scheduled to depart from Boston on his third Antarctic expedition. All Byrd expeditions are fabulously expensive and this one will cost over \$1,000,000 but, while the previous trips were Byrd's own private shows, financed by his admirers, the new expedition is being largely underwritten by the U. S. Treasury. In addition to providing \$340,000



# ART of making a good highball



**BEGINNERS** often go astray and use carbonated local tap-waters. Little do they know it takes a *mineral* water, like White Rock, to improve the flavor and to make all highballs taste better.



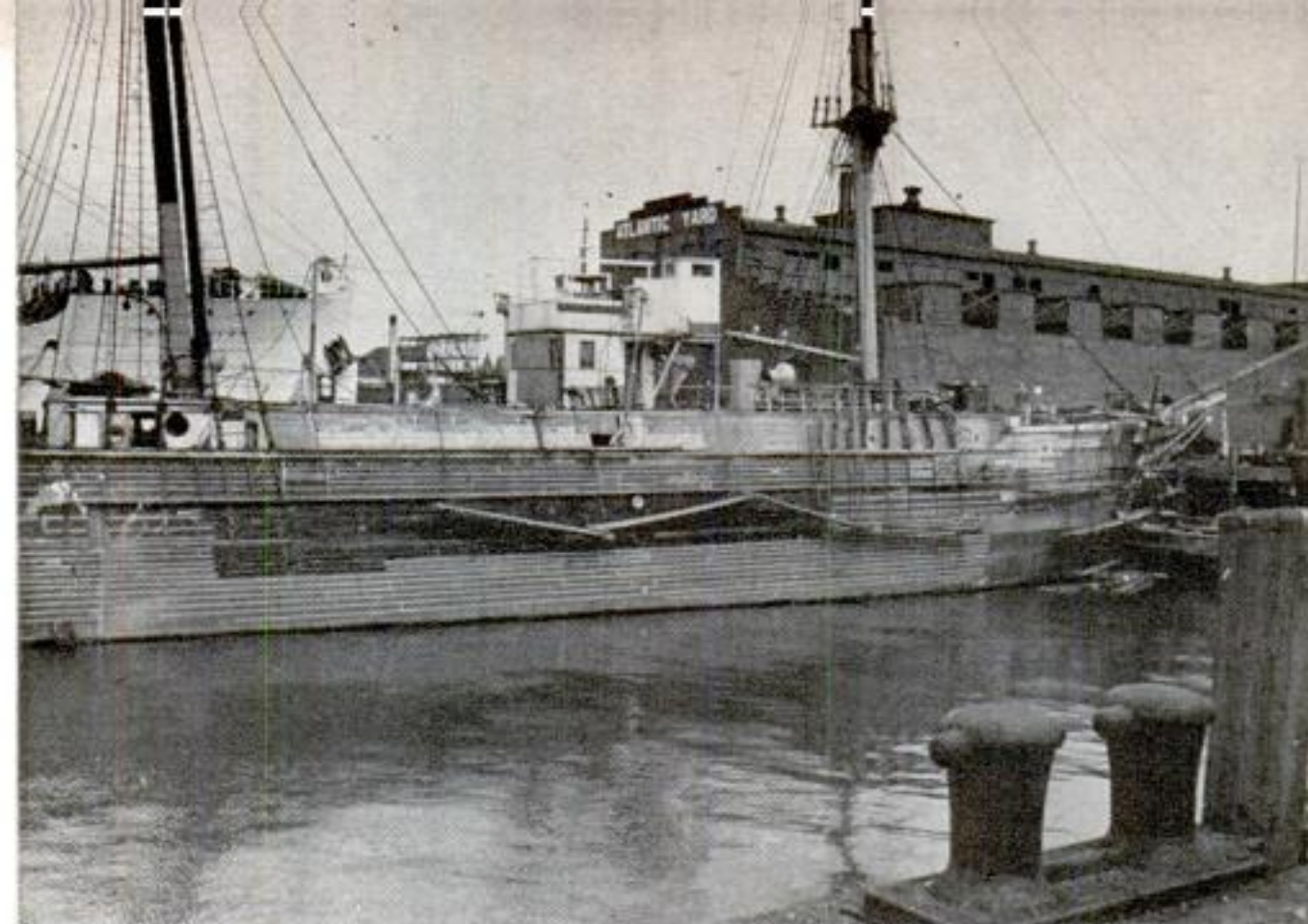
**PORTRAIT** of Psyche at the springs, where White Rock is filtered up through 1400 ft. of sandstone. The result? It has over 4 times the mineral content of tap-water. Is perfect for mixing.



**STILL LIFE** in White Rock even after 30 minutes. Keeps a drink keen and bubbling to the very end. Another reason why: *Good whiskies deserve White Rock . . . all other whiskies need it!*

## White Rock

ON THE ALKALINE SIDE



In Charlestown Navy Yard lies the *Bear of Oakland*, fitted with new Diesel engines. Outbidding a junk dealer in 1934, Byrd bought the 63-year-old ship for \$1,050. He took her south on his last expedition, has leased her for \$1 to the U. S. for this one.

### ADMIRAL BYRD (continued)

in cash, the Government is also providing a Department of Interior ship (the *North Star*), Department of Agriculture meteorologists, Navy photographers, and other experts.

There is a certain irony in the fact that, at the moment when what explorers wistfully call "civilization" is in the throes of a new war, the Admiral and 100-odd companions should be headed excitedly for the one continent that has never known one. Byrd himself is a serious student of international relations, and for the last three years has been working prodigiously on an international peace movement of his own.

Byrd's peace plan, which included a scheme for round-table chats between Hitler, Chamberlain and their peers, was the consequence of a promise he made at a testimonial dinner given to him at the Waldorf-Astoria on his return from the second Antarctic expedition. Before a distinguished group of educators, scientists and industrialists, the Admiral announced that henceforth he would devote himself to "international amity." Nonetheless, when reports reached the State Department that the Germans, on the basis of a preliminary reconnaissance last spring, were planning an extensive expedition to the Antarctic in the near future, the Admiral adjusted himself to the situation at once and volunteered to clinch for the U. S. the claims to the lands which he had previously discovered as an individual. President Roosevelt, his warm friend for years, approved the idea, and the necessary appropriation was put through a somewhat flabbergasted Congress.

To an ordinary, stay-at-home taxpayer, accustomed to seeing his money spent on battleships and on WPA leaf-raking, the Government's sudden enthusiasm for the Antarctic may seem bewildering. It may even seem surprising to unimaginative students of the subject, who know that the Antarctic continent, though larger than the U. S. and Mexico combined, is little more than a monstrous icebox, inhabited mostly by the seals, penguins, gulls and petrels which invade the coastal fringes during the brief, squawking, young-rearing months. Admiral Byrd, however, takes an almost geologically long view. Traces of minerals and immense deposits of coal have, as the Admiral pointed out to a Congressional committee this year, been found. Although the coal is of poor quality to start with and lies 500 miles from the sea, past dangerous crevasses, in a region of gigantic glaciers, where the winter night is unbroken for five months, the cold is estimated at 90° below zero, and the blizzard blows with the persistence of a trade wind, it may come in handy some day. Mindful of the Pacific Islands that were allowed to slip out of our grasp through failure to perceive their future strategic value, Byrd is re-

**Sledge dogs work out** in New Hampshire by pulling broken-down Austin. Although equipped with aircraft, three Army tanks, an enormous Snow Cruiser, Byrd's outfit must still carry dog teams (140 dogs, 20 puppies), most dependable polar transport.







**Navy sailmaker** examines the tent carried on Expedition II, prepares it for the coming journey. The Admiral uses tents as little as possible in Antarctic cold, prefers prefabricated houses set up at permanent camps, quick surveys from these by air.

solved that we shall not miss any bets in the Antarctic. What he envisages is nothing less than the extension of the Monroe Doctrine from Tierra del Fuego to the South Pole.

Strangers, when Byrd is pointed out to them, sometimes express surprise that this could be the famous explorer. What they expect, evidently, is the craggy, weather-beaten face of an Amundsen, and the bracing, physical power of a Captain Bartlett. Byrd is on the short side, and only by exercising over weight-lifting apparatus at home has he kept his waistline within reach of an Admiral's ideal. His wavy hair has turned quite gray, but his features, feminine in their delicacy, give him a young look. Born in Winchester, Va., in 1888, Byrd has spent most of his adult domestic life in the North; his only Southern mannerism is a certain softness of speech. But a latent imperiousness, a pride of family, what Byrd himself calls "my Virginian manhood," identifies the James River aristocrat.

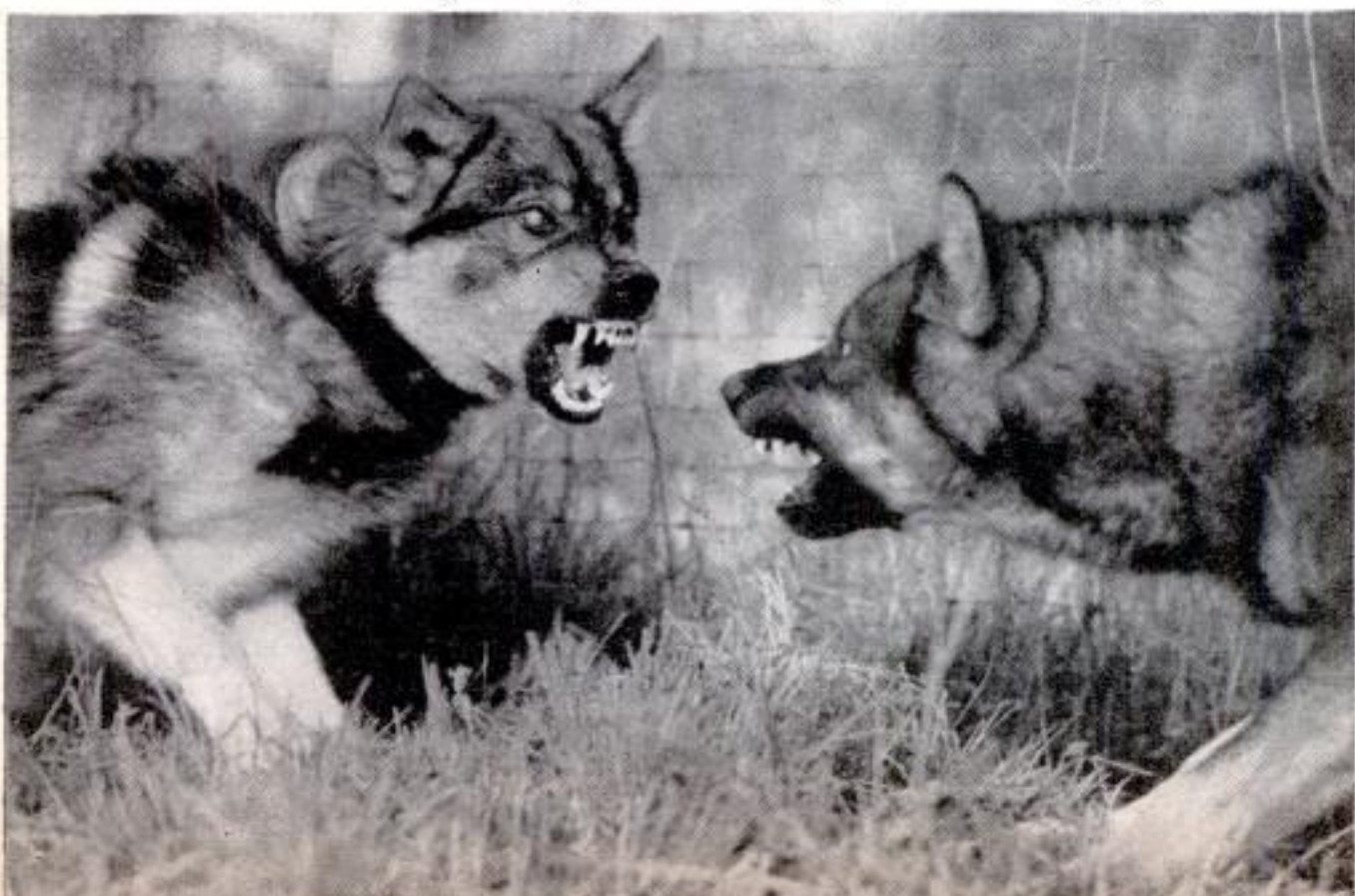
### Tom, Dick & Harry

The first Byrd in the U. S. was Colonel William Byrd, according to one historian, "the first Gentleman in America." His son was President of the Virginia Council. Long before the arrival of Richard Evelyn Byrd, fourth in the line to bear the name, financial reversals had removed Westover and other great estates from the family. Byrd's father, now dead, was the U. S. District Attorney, a leisurely old-school gentleman, schooled in the classics. His mother is descended from the Lords Delaware. Now in her 70's, she is one of the great ladies of Virginia, with a debutante's energy and a mind sharp as a steel trap, the terror of the horsey Northern women who invade the Shenandoah Valley during the hunting season.

From this union issued the classic three sons—Tom, Dick and Harry. The eldest, Harry, after serving as Governor of Virginia, is now a U. S. Senator and, as a member of the economy bloc, a thorn in Roosevelt's side. Thomas, the youngest, studied law. During Harry's absences in Washington and Dick's elsewhere, he looks after the family's apple orchards, which are among the biggest east of the Mississippi. Of the trio, Dick is easily the most celebrated. He became a celebrity at 12 when, as the consequence of visiting a friend in the Philippines, he traveled around the world alone, supplying the Winchester *Star* with thrilling accounts of his experiences with Insurrectos, a typhoon and a cholera epidemic. With his brothers set upon the law and politics, it was inevitable that Dick, following Virginian tradition, should choose a career in the Service. He studied at the Shenandoah Valley Military Academy and V.M.I., spent a year at the University of Virginia and entered the Naval Academy, graduating in 1912, 63rd in a class of 165.

CONTINUED ON NEXT PAGE

**Just out of reach**, two huskies snarl at each other but, once trained, should work well together in harness. On a Bothell, Wash., farm, 44 of Byrd's Alaskan Malamutes were chained well apart to prevent death fights, before shipping to Boston.



# JUST THE RIGHT AMOUNT OF MENTHOL

SPUD

**Spud**  
Menth  
CIG.

**NOW  
POPULARLY  
PRICED**

**For Finer Taste and After-taste**  
Until you smoke a Spud, you won't believe that a mentholated cigarette can taste like tobacco—only more so!

Spuds have just the right amount of menthol to accent the real tobacco flavor.  
*Too much menthol* overwhelms the tobacco taste—*too little menthol*—or none at all—fails to bring out the full possibilities of smoking.

Spud seasons the tobacco with just the right amount of menthol for utmost pleasure, mildness and refreshing taste and after-taste.  
Make your next pack SPUDS, plain or cork tipped—and enjoy premium quality at no extra cost!

## SPUDS ARE JUST RIGHT

**NOT TOO MUCH**  
Stylists say that girls who slant their hats like this are over-doing it.

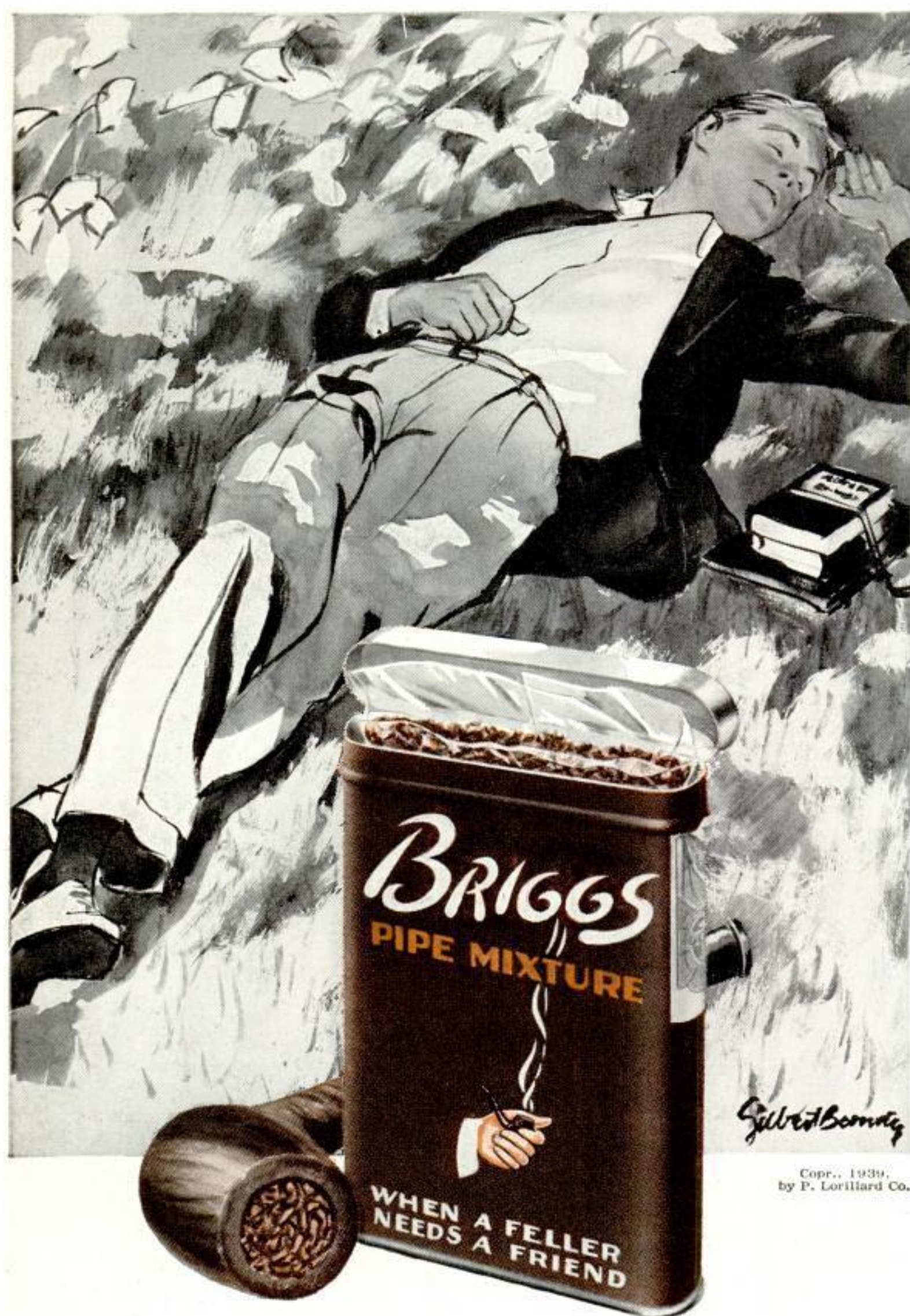
**NOT TOO LITTLE**  
But, they add, no slant is even worse.

**JUST RIGHT!**  
Just the right amount, and it's perfect!

COPR. 1939, THE AXTON-FISHER TOBACCO CO., LOUISVILLE, KY.



# Wins highest grade ... snoozin' in the shade!



**A heap o' sleepin' in shaded casks gives BRIGGS that mellow flavor smokers rate as "Tops"!**

**L**ET other tobaccos rush around and get het up," says Briggs. "I'll just park here in the shade and sleep. And please don't call me, until I'm rich!" And, lovable loafer that Briggs is, we let it do just that!

The choice tobaccos, earmarked for Briggs, are tucked away tenderly in great oaken casks, in the cool shadow of the

mellowing sheds. Round and round the seasons roll, and Briggs slumbers on . . . getting richer in flavor, more fragrant, kindlier to your tongue.

Aged *months longer* than many higher priced blends, Briggs offers you five-dollar-a-pound flavor, at 15¢ a tin! Try Briggs today, and meet . . . the "friend a feller needs."

**CASK-MELLOWED**



*Extra Long for Extra Flavor*



**Prefabricated house** for the expedition is test-assembled at Cross City, Fla. Containing a bunkhouse, mess hall and galley, it is 24 x 60 ft., insulated all around with mineral wool. The windows in the roof (none in sides) will withstand 15 ft. of snow.

## ADMIRAL BYRD (continued)

At Annapolis Byrd went in strenuously for football, but a slight physique kept him from ever being more than a third-string quarterback. Within two years after reporting to the Fleet, he won a medal for saving drowning seamen from the shark-infested waters of the Caribbean. In 1916 a foot injury, which left a slight limp, forced his retirement. Rather than quit the Navy entirely, Byrd took a job mobilizing the Rhode Island State Militia. Recalled to active duty on the declaration of War in 1917, he was detailed to assist Raymond B. Fosdick in organizing community singing, libraries and other recreational pursuits for the Navy's recruits. This seemed mild stuff to Byrd, who was itching for the front lines, but he endured it until he was finally assigned to Pensacola, where he was trained as a pilot. Given the impressive title of Commanding Officer of the U. S. Naval Aviation Force in Canada, Lieut. Byrd was sent to Halifax with a squadron, charged with patrolling the "Corner" against German raiders. No raiders appeared but this excursion was the climax of his war record. Yet it was apparent by this time that the third-string quarterback and the disappointed sea-dog was, if sheer persistence meant anything, destined for great things. Instead of simply "covering his number" and waiting for the slow lift of seniority, Byrd thereafter constituted himself a one-man suicide squad for any project within the Navy's scope. Even before the Armistice he was badgering his superiors for permission to make a solo flight across the Atlantic. That the plane he had picked out would probably have fallen 200 miles short of the Irish coast without a boosting tail wind did not alarm him, his argument was that the flight would stimulate the Allies' morale. In 1919, when the NC flying boats were dispatched across the ocean, Byrd managed to hop a ride as far as Trepassey, Newfoundland. Two years later in 1921 he managed to get an assignment to cross the Atlantic in the ZR-2, which the Navy had just purchased from the British, only to have the dirigible blow up a few days after he landed in England. Finally in 1925, though he had done little flying since the War, Byrd was given command of the Navy flight unit detailed to collaborate with Commander Donald B. MacMillan in explorations around Etah, Greenland.

Had Byrd, who has 22 citations for, among other things, initiative, loyalty and devotion to duty, remained in the Navy, the chances are that, like most of his classmates, he would today rate only a Commander's three stripes. After the MacMillan expedition, however, he again abandoned active duty at his own request and within five years, on the strength of his expeditions, he became a Rear Admiral at 39 by act of Congress. His private reasons for quitting the service so opportunely were not only plausible but praiseworthy. He had married Marie Ames, a charming Boston girl, a Junior League member and a talented violinist, shortly after graduating from Annapolis. By 1925 they had three children. To Byrd the problem of raising a family on a Lieut. Commander's salary appeared insurmountable and his obligation clear.

## "I put exploration into Big Business"

The talents which Byrd brought to the backward profession of exploration have never been properly evaluated. An explorer's worst hazards are not crevasses and frostbite, but poverty. Peary scraped and pinched pennies for years to finance his dash to the North Pole and most of his confreres were economic ne'er-do-wells. Possibly Byrd's greatest contribution to science was the proof, encouraging to explorers yet unborn, that their line of work, if carefully managed, will bring in a profit. Shrewdly taking advantage of lush con-





**Dehydrated onions** drop out of drum at Patten Concentrate Co., Burbank, Calif. All Byrd vegetables are dried to save space and weight. Many foods must be specially prepared. On previous expeditions the crackers all crumbled, chocolate lost its flavor in the cold.

(picture story continued on p. 34)

ditions in the 1920's, Byrd had established himself by 1928 as the financial genius of the ice caps. He once truly remarked, "I've put exploration into Big Business."

It is doubtful whether the world will ever see another expedition like the Byrd Antarctic Expedition I (1928-30) which put out at the height of good times and returned the summer following the Crash. Charles V. Bob, the mining impresario, gave \$108,000. John D. Rockefeller Jr. and Edsel Ford were big contributors and even schoolchildren joyfully sent in their pennies. The total cash contributions have been estimated at between \$800,000 and \$900,000, while the food, clothing, fuel and other material supplied gratis by manufacturers have been valued at \$600,000. The Biltmore Hotel in New York was so delighted to have such a glamorous celebrity as guest of the house that it also put up his entire retinue free of charge. With characteristic if somewhat dramatic foresight, Byrd even had the expedition equipped with half a dozen straitjackets which, with the sleeves cut out, were later used as windproofs.

Perceiving the human desire for even a small measure of immortality, Byrd tapped an entirely new stratum of polar patrons by offering to name ships, airplanes, and still-to-be-discovered mountains and harbors for them. On the last Antarctic expedition, the late Col. Jacob Ruppert put up \$25,000 and had the flagship (leased from the U. S. Shipping Board at \$1 a year) named after him. The main exploring plane went to William Horlick, the malted-milk man, for a net of \$30,000. For \$5,000 the name Blue Blade was plastered on a worn-out Fokker. These are the basic economics of modern exploration. Columbus—who incidentally returned from his third voyage in chains—was financed by the Spanish sovereigns whose reimbursement was a major share of the expected treasure. In a modern democracy, Byrd is properly financed by the public which is paid off in vicarious thrills and by manufacturers who receive the equivalent of the "Crown's Share" in advertising themselves as exclusive purveyors to an exacting expedition.

### Hero of the lecture platforms

The cry of "terrific deficit" which often follows a Byrd expedition is at once a tribute to Byrd's business acumen in laying groundwork for a new campaign, and a reminder that an explorer's work is never done. Although he makes nothing out of his trips, directly, they supply the raw material for lecture tours to whose profits he is obviously entitled. The Admiral, among other things, is the most successful lecturer of his time. His 1935-36 tours netted him close to \$190,000; the tour after the first expedition was even more successful. Byrd's usual fee is 60% of the box-office gross, with a \$1,500 guarantee. For a one-day stand at Los Angeles, in 1935, he was paid \$6,100. Last year the Admiral could have had any number of dates at \$500, but his roly-poly manager, Leo McDonald, who once managed Krishnamurti, the Theosophist, turned them down as unworthy of Byrd's attention. McDonald permitted Krishnamurti, who was billed as a divinity, to sleep in upper berths but he sees to it that Byrd's explorations of the U. S. hinterland are conducted in a drawing room.

As an author of travel books, Byrd ranks with Lindbergh, the late Richard Halliburton or even the Abbe children. There are already five books under his name—*Skyward*, *Little America*, *Discovery*, *Alone* and *Exploring with Byrd*. With the exception of the last, which was for younger readers, all have been best-sellers. *Little America* sold 100,000 copies; *Alone*, his most recent book, is not far behind. The total sales of his books have been around \$1,000,000. Even allowing for a collaborator's fee, his earnings as

CONTINUED ON PAGE 37

# Compare Radio Values And You'll Choose A 1940 G-E

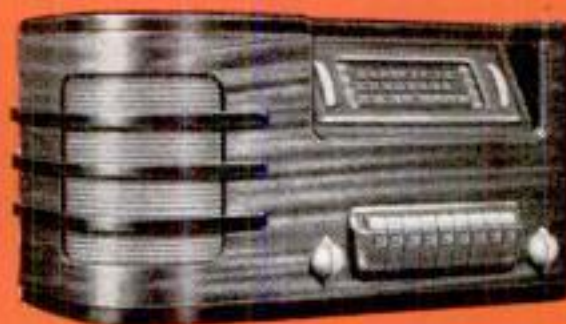


*Let Your Eyes  
And Ears Decide!*

● Model H-118—The sensational new G-E Automatic Radio-Phonograph Combination—new Super Beam-a-scope (no aerial, no ground)—Powerful 14-inch Dynapower Speaker—11 tubes—3 bands—11 Feather-touch Tuning Keys—Television Audio or Phonograph Key—Drift-Proof Station Settings. Cabinet, walnut and Sapeli wood, eighteenth century design.

Only G-E Has The Exclusive  
**BEAM-A-SCOPE**  
No Aerial—No Ground  
Quieter, Finer Reception

### A GREAT BARGAIN



● New 1940 G-E Model H-73—7 tubes—3 bands—Built-in Beam-a-scope—Dynapower Speaker—9 Feather-touch Tuning Keys—Television Audio Key—Drift-Proof Station Settings—Tone Selector—Automatic Volume Control—Sapeli wood cabinet.

### ANOTHER GRAND BUY



● New 1940 G-E Model H-632—Built-in Beam-a-scope—Dynapower Speaker—4 Feather-touch Tuning Keys—DeLuxe Dial—Tone Monitor Circuit—6 tubes—2 bands—550-1600 and 5700-18,300 kc.—Automatic Volume Control—AC-DC Operation.

**S**HOP the whole town for radio values—and your eyes and ears will bring you back to G-E every time. Every model in the 1940 General Electric line is an extraordinary buy. More plus-value features—superior refinements—outstanding beauty of design.

See the new G-E consoles, the radio-phonograph combinations (model H-118 illustrated)—table models and portables. Whichever one you choose, you'll get more for your money than ever before.

Only G-E offers you the original Super-Beam-a-scope—widely imitated but never equalled. This great feature, introduced first by G-E last year, ends the need for aerial or ground wires. Enjoy a thrilling demonstration at your nearest G-E radio Dealer's.

**Liberal Trade-In Allowances, Easy Terms**  
For Replacements Specify General Electric Pre-Tested Tubes

### BUILT FOR TELEVISION

● The G-E Television Audio and Phonograph Key (standard equipment on the new 1940 G-E Radio) supplies the "voice of television" through the radio loud-speaker—when used in conjunction with any G-E Television Picture Receiver.

*The Radio With The Big Plus + Value*

**GENERAL  ELECTRIC**





**1** The Crown Of The Andes is carved from a block of Inca gold and studded with colossal emeralds—and said to be worth several million dollars.

But compared with the transactions of Business that take place any business day of the week, in this \$60 to \$80 billion-a-year country,

# WHO WILL BUY THE

**Power Production  
Seen at New Peak**  
Industrial Expansion  
Boosted Demand

**EXPORTERS EXPECT  
TO HOLD NEARLY**

**PRODUCTION IN  
HIGHEST IN 2**

**INDUSTRIES EXPAND  
ON RUSH OF ORDERS**

Pennsylvania Railroad, Seeing  
Continued Business Upturn,  
to Spend \$17,000,000

**SHARP PRICE RISES  
HIT SMALL WARES**

**BUSINESS UPSWING  
FOUND IN SURVEY**

Tens of Thousands Called Back  
to Jobs in Factories, Shops  
and Mines of Nation

**TEXAS WOOL TOWNS  
SCoured BY BUYERS**

**SHORTAGES DEVELOP  
IN TEXTILE MARKETS**

**STEEL ACTIVITY INCREASED**

**2** Every one of the events headlined on this page was initiated, requisitioned, decided, ordered by an American business man. They are occurring as a result of the transactions consummated between management and management.

And keyed into the very center of these activities is FORTUNE—The Magazine of Information, designed especially for the men upon whose shoulders rest the heavy responsibilities of business actions.

More than ever before must these men rely on the guidance of sound, authentic information to form intelli-

gent decisions. And more than ever before is FORTUNE supplying their need.

On the fateful morning of September 1, 1939, FORTUNE swiftly put into action its plans to key itself to the needs of the new world that began on that day.

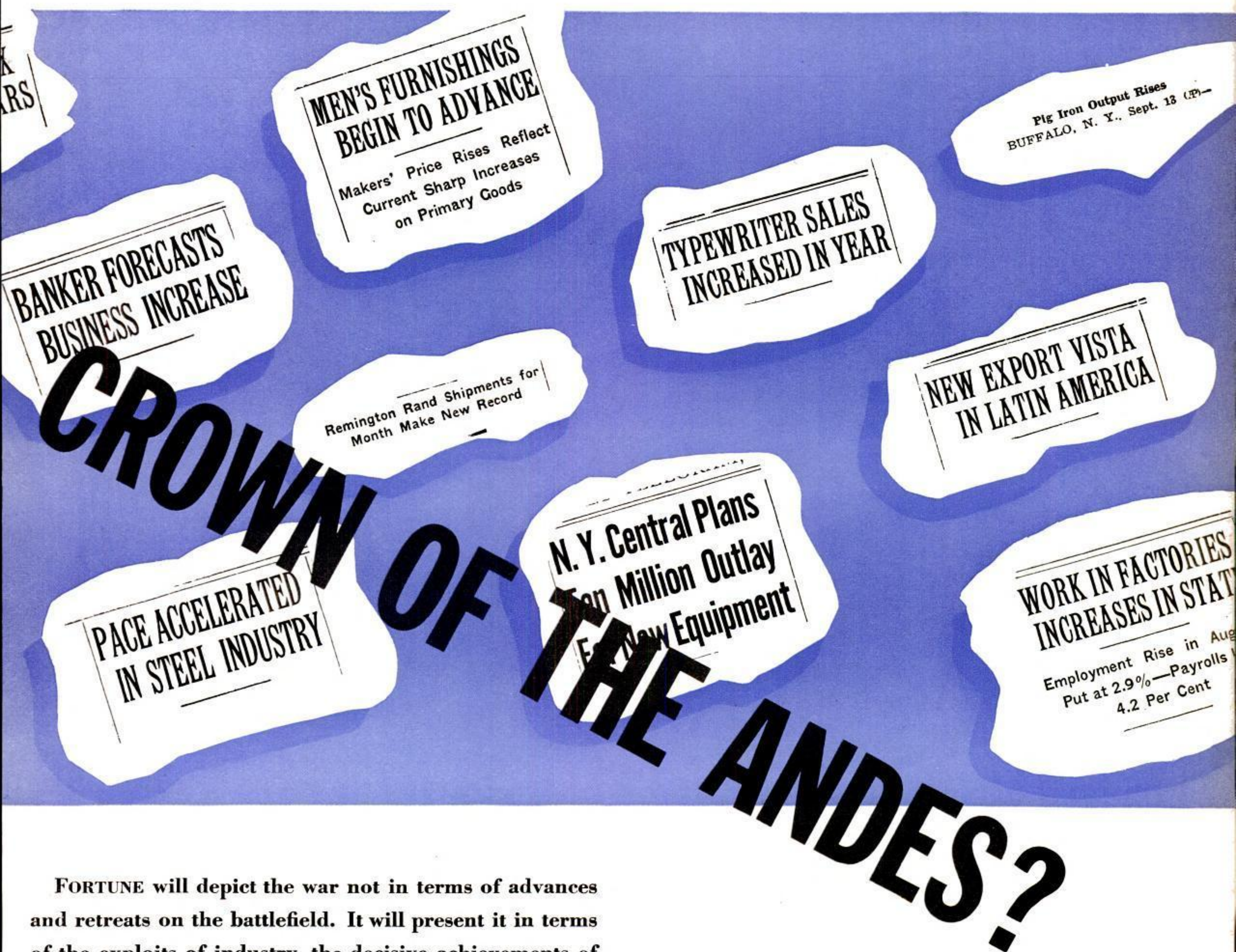
With its famous research organization, unique in magazine journalism, FORTUNE had already begun securing the information that will enable businessmen to grasp the significance of momentous events—to recognize the trends affecting their lives and their businesses and to plot their business strategy accordingly.



The Crown Of The Andes is a mere bauble.

The vast, dynamic structure of our modern economy is swinging into full stride. Factories are humming with creative action. Timid capital is coming out of hiding. Production mounts. Inventories melt. Money changes hands. Indices rise. Men and goods are on the move.

Who will buy the products that industry sells to industry? Who will place the order for those motors? Who will select a manufacturer's source of plastic supplies—or other raw material? Who will direct the advertising expenditure? Who will initiate the building of the new factory—plot its location—plan its financing?



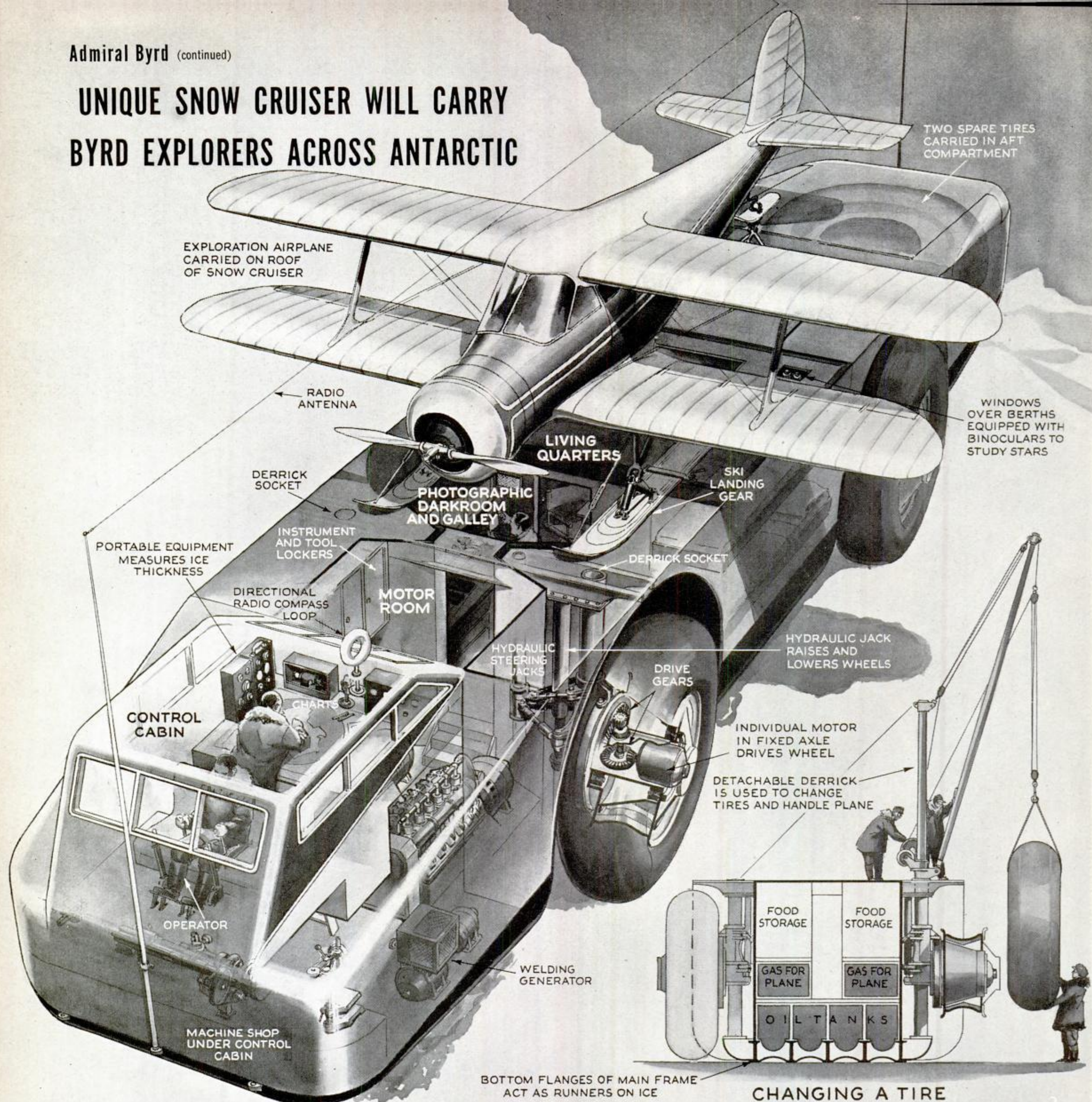
FORTUNE will depict the war not in terms of advances and retreats on the battlefield. It will present it in terms of the exploits of industry, the decisive achievements of technology, the vital considerations of raw materials, man-power, credit, communications, leadership.

This is the world to which FORTUNE has always been dedicated. The outbreak of the war did not bring FORTUNE a new editorial assignment. It merely shifted the emphasis within the old one. And so more than ever before is FORTUNE the precise medium for carrying the messages of "management advertising to management."

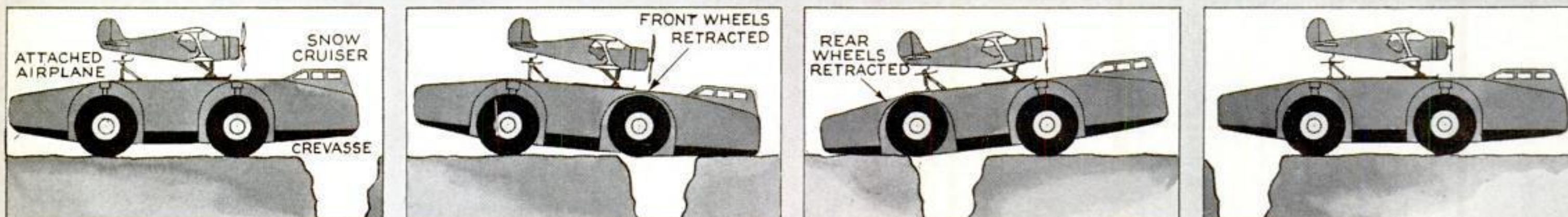
*Fortune*  
**MEANS BUSINESS**



# UNIQUE SNOW CRUISER WILL CARRY BYRD EXPLORERS ACROSS ANTARCTIC



## METHOD OF CROSSING CREVASSES UP TO 15 FEET WIDE



This huge Snow Cruiser, built especially for the Byrd expedition, is now being tested by the Armour Institute in Chicago. It is the last word in polar transportation. Manned by a crew of four men, it will be able to zigzag across Antarctica for twelve months without returning to its base, stop for two months at the Pole itself while the scientists make observations. The Cruiser measures 55 ft., weighs

37 tons and cost \$150,000. Its twin Diesel engines can keep it going at a 10-mi. cruising speed (top speed: 25) for 5,000 miles. Its pickaback plane (on or off in 10 min.) can make day-to-day side trips, scout ahead, save the crew in emergency. Individual electric motors operate the four wheels independently, enabling the craft to move laterally, turn around in 30 ft. One derrick loads and unloads the airplane,

changes the biggest tires ever made (10 ft., 700 lb.). Another, attachable to the front, can swing members of the crew over crevasses too wide for the Snow Cruiser to cross (more than 15 ft.). The Cruiser, carefully exploring the polar region, will give the U.S. a stronger claim than quick airplane dashes. One ironic hitch: the Snow Cruiser may be too big for the Byrd ships, may not be able to make the trip.





MRS. R. R. LUDDECKE, wife of the Vice-President of The Fleischmann Transportation Co.: "My husband has been flying on business since 1927. I objected at first. But as he began to accomplish jobs otherwise impossible, I came to look on air travel in a new light. I appreciated the speed and dependability of his trips, his increased value to his company, and the added time he could spend at home with me and the children."



MRS. B. B. BROOKS, wife of the President of the Wyoming National Bank, former Governor of the State: "Why shouldn't husbands fly? Air travel offers much more leisure and comfort in traveling, more time for work, more time for relaxation at home. Whether my husband flies alone on business or with me on a holiday, we both marvel at the great efficiency of air transportation."

*These endorsements given without compensation*

## Should husbands fly?

Do you ever get just a wee bit rebellious when your husband calls and says, "Darling, pack my bag"? Do hot tears come at the thought of another lonely weekend as you begin to wonder if success is really worth the price wives pay?

Remember business has wings and wings are far swifter than wheels. If your husband flies he can reach home from any air terminal in the United States in less than twenty-four hours. If he flies, you need never spend a lonely weekend.

Last year hundreds of thousands of husbands spent more happy weekends with their families because they

chose this swift, clean, modern form of transportation.

And they enjoyed real advantages over earthbound travelers because they avoided many tiresome days and nights on the road and arrived at the end of their journey rested and refreshed, fit and eager for work or play.

Flying saves time, and time is money for business and business men. Successful men fly because they know the man who flies gets there first, sees more customers, signs more orders, makes more money for his firm and for himself and family.

Should *your* husband do his traveling by air?

If you want him to succeed, if you want the nice things of life that come with success, if you want a husband who is a companion as well as a bread winner, remember—*It Pays to Fly*.

### *Travel, Mail, Ship by Air*

*Air Passengers* get there *first*—comfortably, economically, rested and refreshed.

*Air Mail* gets there *first*, and gets *first* attention—for only 6c an ounce.

*Air Express* packages get there *first*—low cost, world-wide. Call Air Express Division Railway Express Agency.

AIR TRANSPORT ASSOCIATION  
135 South LaSalle St., Chicago, Illinois

### *Ask Your Travel Agent*

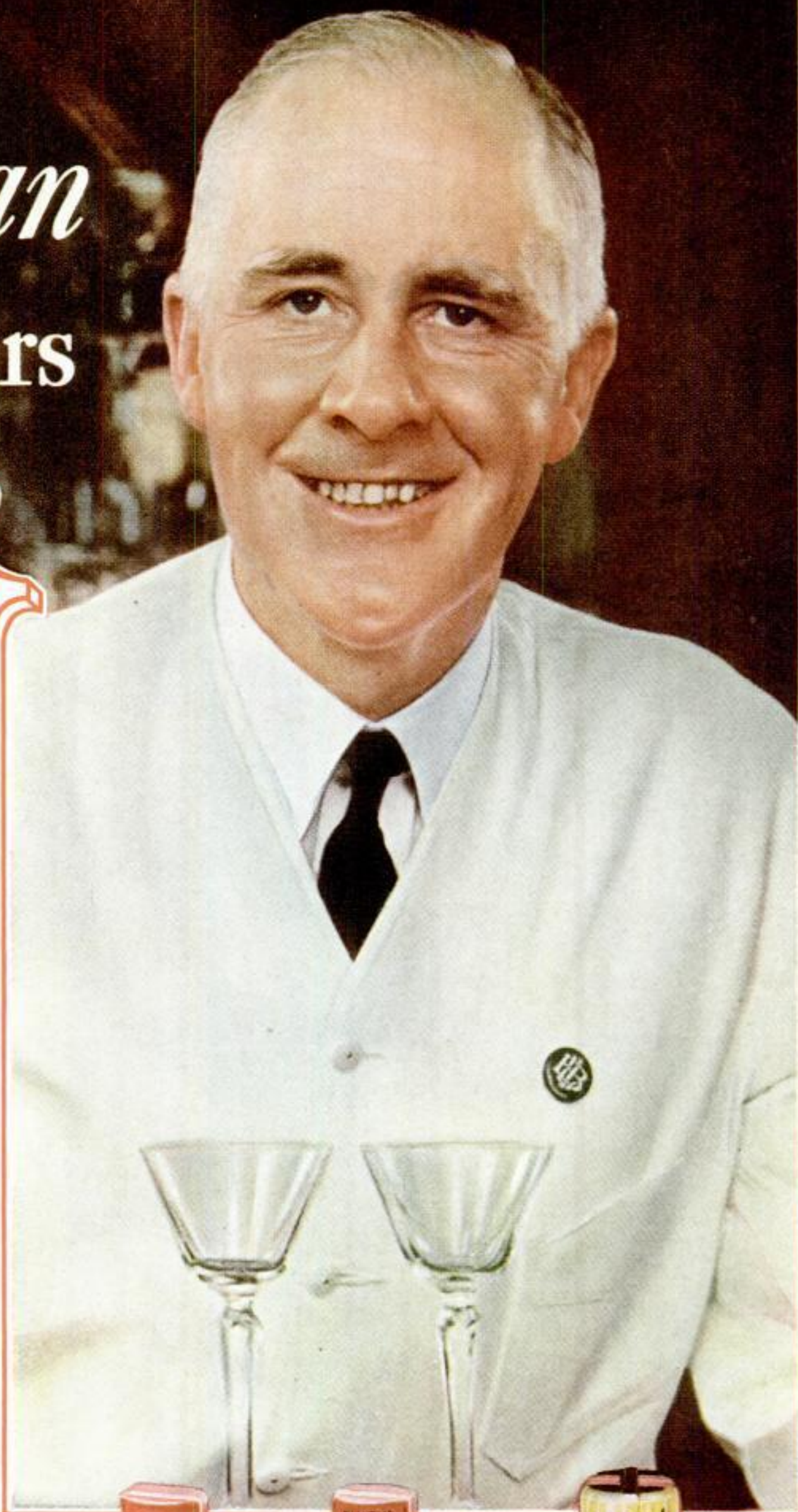
It's *easy* to buy an air ticket to any place in the United States or the world. Simply phone or call at any Travel Bureau, Hotel Transportation Desk, Telegraph office or local Airline office, for airline schedules and fares or information

 **FLY**  
*IT PAYS TO*

*This educational campaign is sponsored jointly by the 16 major United States Airlines, and Manufacturers and Suppliers to the Air Transport Industry*



# THE Moderate Bar Man is your friend and ours



MANY THOUSANDS of barmen and retailers have pledged themselves to a policy of moderation in the serving and selling of liquor.

This sane, "middle-of-the-road" viewpoint is typical of the wholesome changes that have taken place in the liquor business under State and Federal control.

With few exceptions, the barmen of America and the retail store proprietors are trying earnestly to conduct a legal business in a manner that will win the respect and the good will of the public.

In their good conduct lies the hope of the entire industry for a safer, sounder future.

The House of Seagram is proud to have played its part in this farsighted program. For five years an advocate of moderation, we respectfully salute the moderate barman. He is your friend—and ours!

*This message is sponsored by the  
House of Seagram in the interests  
of "America's Finest" Bars and Stores*

*Copr. 1939, Seagram-Distillers Corp., N. Y.*



**"Canada's Finest"**

## Seagram's

SEAGRAM'S "V. O." Canadian. Rare old Blended Canadian Whisky. "Canada's Finest". Finer, more delicate, we believe, than any Rye, Bourbon or Scotch of any age. 86.8 Proof. This whisky is 6 years old.

SEAGRAM'S 7 CROWN Blended Whiskey. "America's Finest" rich whiskey yet very light. The straight whiskies in this product are 4 years or more old, 40% straight whiskies, 60% Grain Neutral Spirits. 90 Proof.

SEAGRAM'S 5 CROWN Blended Whiskey. "America's Finest" mild whiskey. Popular priced. The straight whiskies in this product are 4 years or more old, 27½% straight whiskies, 72½% Grain Neutral Spirits. 90 Proof.

SEAGRAM'S ANCIENT BOTTLE DISTILLED DRY GIN, "The World's Finest." Pale golden in color. Mild as a vintage sauterne. Delicious in Martinis. Distilled from 100% Grain Neutral Spirits. 90 Proof.



**"AMERICA'S FINEST"**

**SEAGRAM'S...SMOOTHER AND FINER AS THE YEARS ROLL BY**



## ADMIRAL BYRD (continued)

an author must be close to \$130,000. In addition, the New York Times paid him \$150,000 for the news rights to his first expedition, and Grape Nuts put up \$145,000 for the broadcasting rights of the second.

Lectures and literature by no means exhaust the Admiral's potentialities as a money-maker. He is also a shrewd stockmarket investor, trading through Kidder, Peabody & Co. In advancing the profit motive to high latitudes, Byrd has even had a go at importing penguins. The scrawny creatures exhibited in zoos come either from Africa or the Galapagos, and Byrd decided there was a fortune to be made if he could bring back alive the majestic Emperors and the comical Adelies peculiar to the Antarctic. With characteristic thoroughness, he caused 40 of these flightless birds to be rounded up by his biologists. Few inhabitants of Little America will forget the morning they escaped their pen. "Damn it," the Admiral shouted, "there's \$25,000 worth of assets vanished overnight. What kind of efficiency is that?" Another batch was captured and a half-dozen survived the voyage north. The mutual devotion between Byrd and these creatures was such that they all died soon after being separated from him, when sold to the Chicago Zoological Society.

### Daring in the air and on the ice

Admiral Byrd has lived as dangerously as any modern man. On the North Pole flight he and Floyd Bennett sat and watched a slow oil leak. It finally plugged itself up, but not before they had reconciled themselves to a forced landing from which there was little hope of escape. And while his wisdom for taking the risk may be questioned, there can be no doubting the punishment Byrd endured during his famous self-imposed isolation on the Ross Shelf Ice, and the courageous manner in which he endured it.

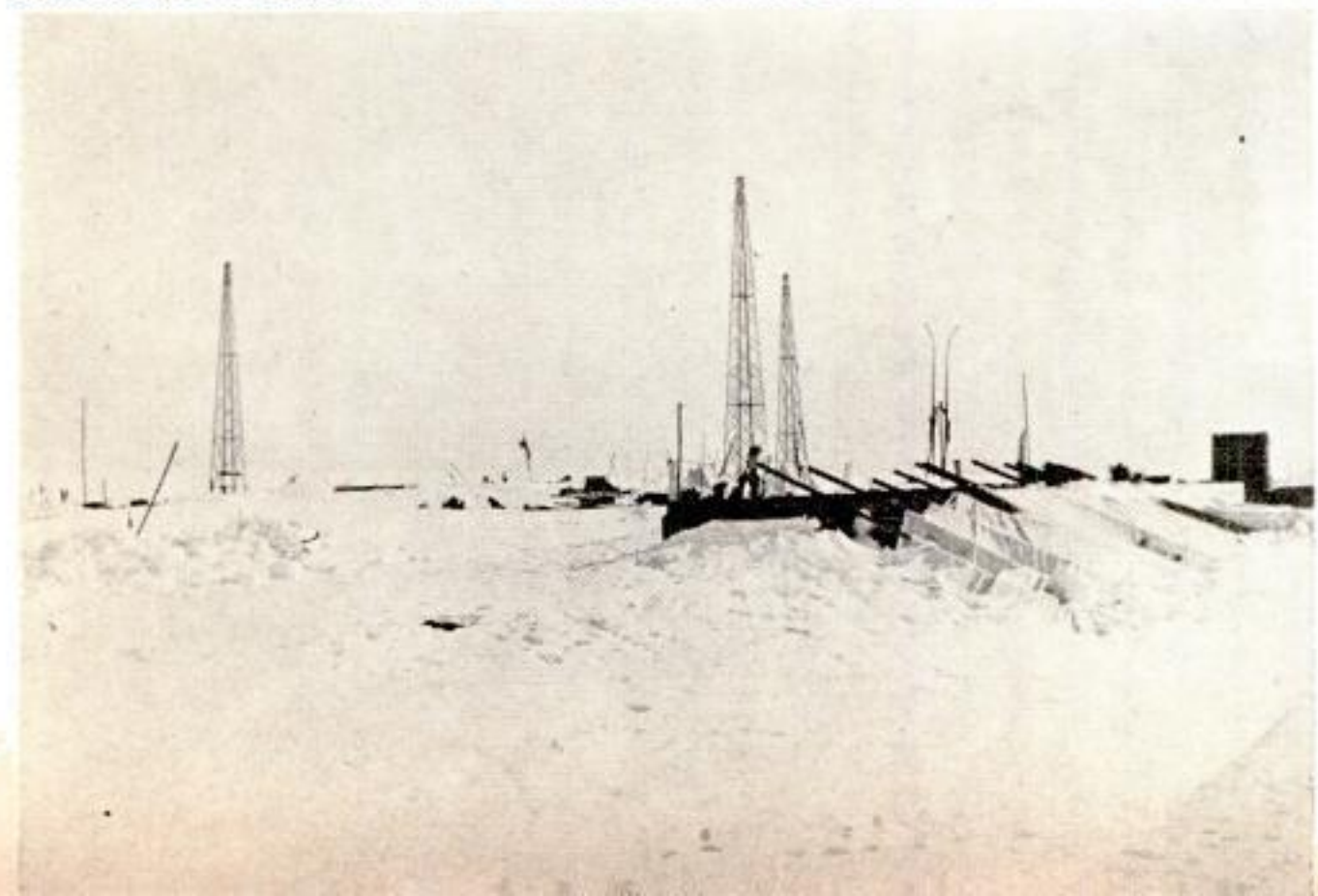
His transatlantic flight makes even the Hollywood air epics seem pallid by contrast. After hours in fog, in which Byrd and his three companions caught only glimpses of the ocean, they finally reached the French coast. The second night was coming on, gas was low and nerves were raw. At this juncture, the ill-starred Bert Acosta, who had been at the controls for nearly 38 hours, momentarily lost control of his nerves. Muttering about a mysterious fifth man aboard, he wheeled the plane around hard and started back across the Atlantic. Whether it was Byrd himself or Bernt Balchen who knocked Acosta from the controls, and whether the weapon used was a flashlight or a wrench, no one but the four men in the *America* can say; and they have seldom discussed the episode. In his official log of the flight, Byrd, who has a deep respect and liking for Acosta, never mentioned it. As a Virginian, Byrd esteems loyalty above all other qualities and many of the men who have served him know that they can count on his help in any emergency "on the beach."

The Admiral has few of the iron attitudes and mannerisms of the quarterdeck. In the field, he seldom gives orders, only suggestions. This is in keeping with his philosophy that "the polar regions are best won by patience." Byrd is quick to praise, slow to criticize. At Little America he dealt with the troublemakers, the soreheads and the disappointed by taking them on long, exercising walks, while he discoursed on philosophy, politics, people, or whatever else might be in his mind. After he had chilled and generalized the recalcitrants into submission, he would then approach their faults in the manner of an understanding schoolmaster.

The most serious internal situation to vex any of his expeditions came out of the destruction of the whisky on the last. Winter darkness had fallen, the stores were still scattered over the Barrier, and

CONTINUED ON NEXT PAGE

**Little America**, on the Bay of Whales, shows only a few roofs and radio towers atop the Ross Ice Barrier (300 ft. thick). The new Byrd Expedition expects to use Little America as one base and build another somewhere else on the Antarctic continent.



## WHAT A DIFFERENCE THERE IS IN A COOLER SMOKE!

In laboratory tests in "smoking bowls," this "crimp cut" tobacco burned

**86 DEGREES COOLER**

than the average of the 30 other of the largest-selling brands tested — coolest of all!

**SCIENTISTS** in a nationally known independent laboratory (pipe fans themselves) made it a full-time job to test for the *coolest-smoking* tobacco. Automatic smoking and heat-registering machines found that *Prince Albert* burned 86 degrees cooler than the average of the 30 other of the largest-selling brands tested — coolest of all!

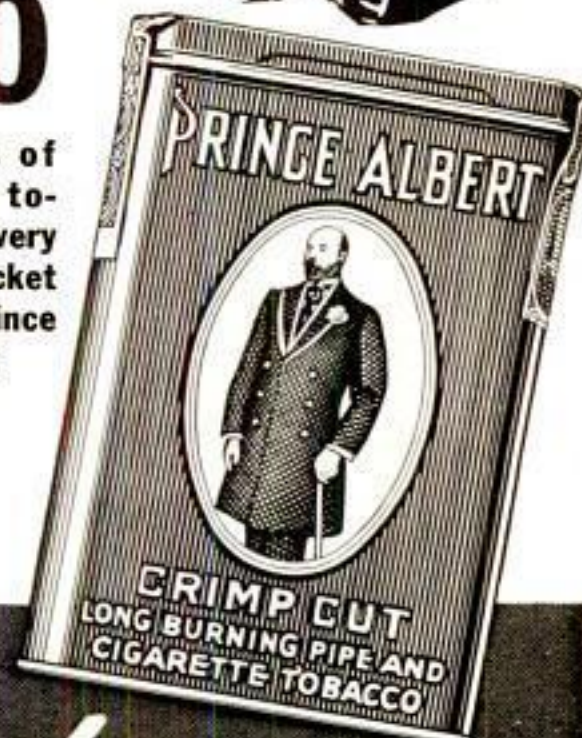
Think what that means to you in pipe-joy! No more over-hot, "bitey" smokes that rasp the tongue and taste flat! Prince Albert's choice tobaccos, "crimp cut" and "no-bite" treated, smoke rich, full-bodied, yet so mild. For real smoking comfort, real taste pleasure, there's no other tobacco like Prince Albert! Get P.A. in your pipe—today! ("Makin's" smokers—that's a tip to you, too!)

OL' JUDGE ROBBINS SAYS—

YES, SIR, PRINCE ALBERT'S COOL-SMOKING CRIMP CUT ASSURES EXTRA-MILD, MELLOW SMOKING!

**50**

pipefuls of fragrant tobacco in every handy pocket tin of Prince Albert



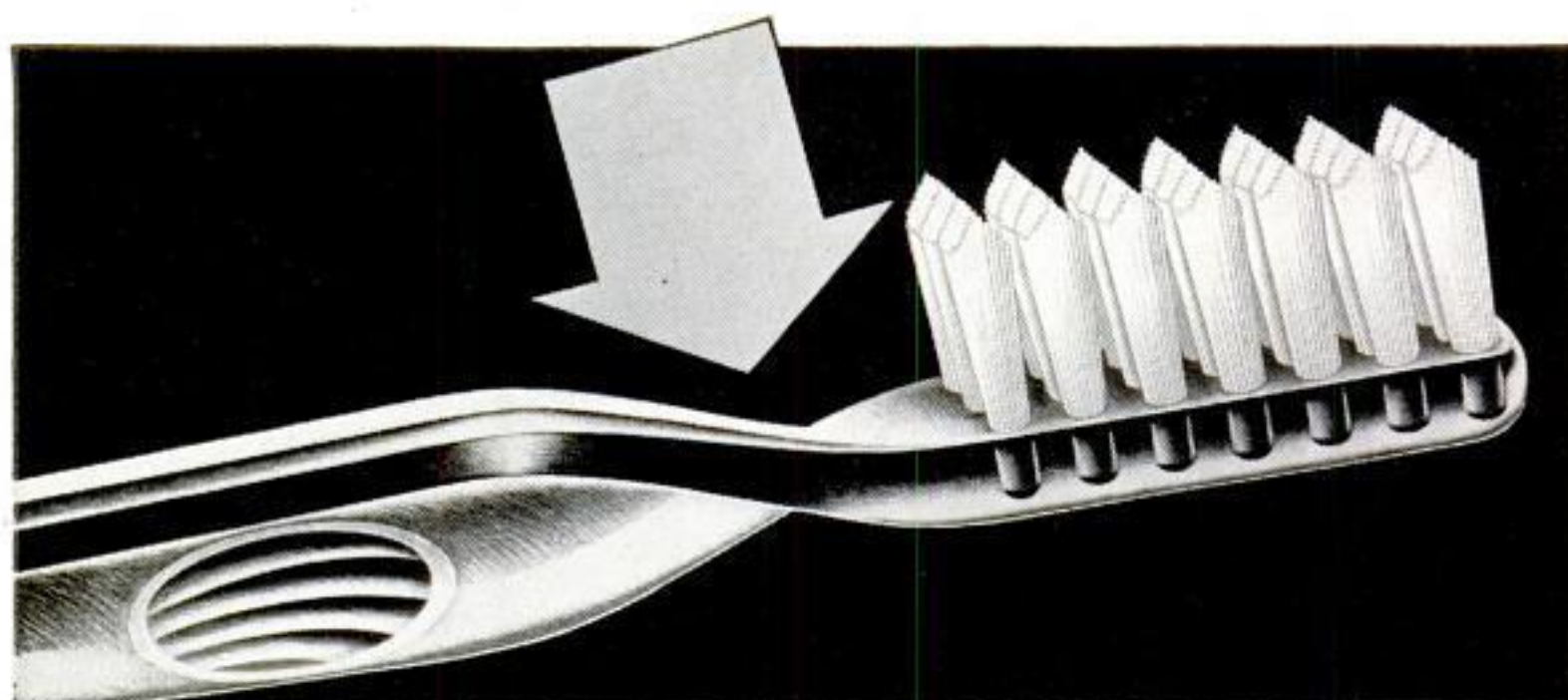
Copyright, 1939, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

*Prince Albert* THE NATIONAL JOY SMOKE



# THIS TINY TWIST

in the Handle of the D. D. Tooth Brush



## GIVES AMAZING EASE

in Cleaning Teeth, Massaging Gums Correctly!



**I**MAGINE! One simple twist in the handle of your tooth brush can radically improve the care you give your teeth. Yes, that simple twist is a revolutionary improvement... exclusive with the new D.D. tooth brush.

It enables you to clean your teeth better, to reach easily into the far-off corners, to brush with the correct "up-and-down" motion and to follow the best method in the massage of your gums. You'll find the new D.D. tooth brush is far more manageable and efficient because of that very, very important twist!

You see the new D.D. tooth brush was actually designed with the help of over 1,000 dentists! They told us exactly how a tooth brush should be made—and we

carefully followed their sound advice.

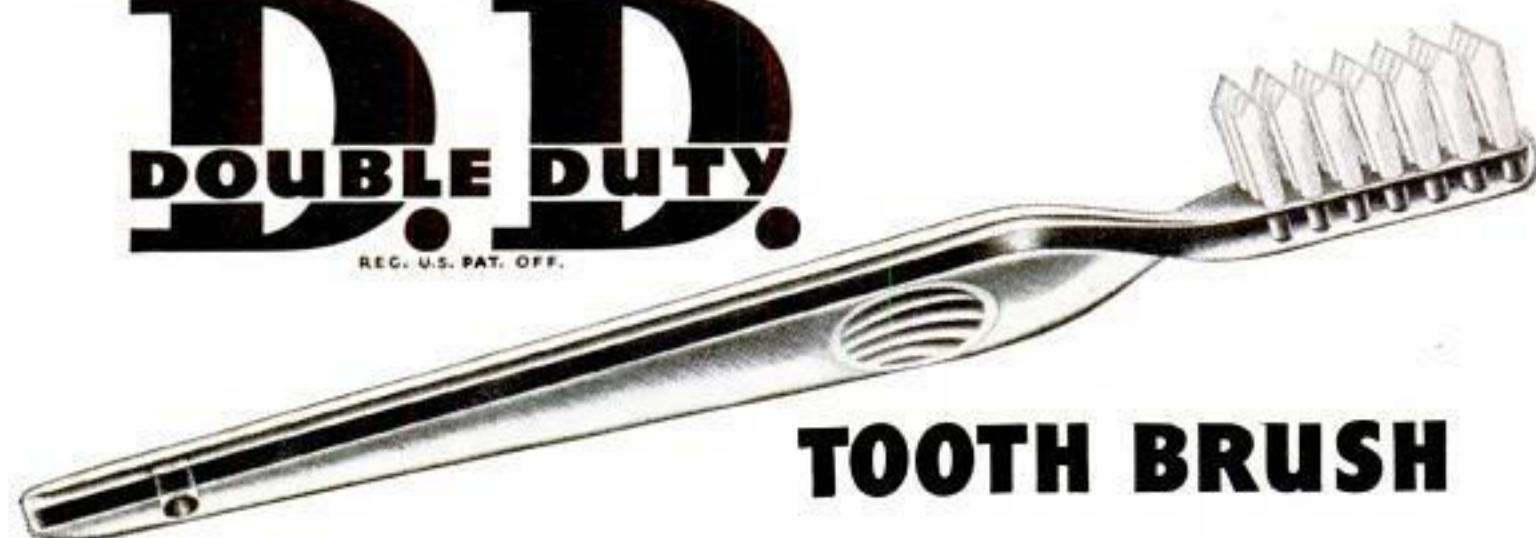
Then when we showed the first D.D. tooth brushes to these same 1,000 dentists, it was immediately hailed as a revolutionary, new advance in the proper care of teeth and gums.

### For Modern Care of Teeth and Gums!

The minute you try the new D.D. tooth brush, you'll know why it has won such acclaim from the dental profession. Yes, and you'll never go back to an old-fashioned tooth brush again!

Get a D.D. tooth brush from your druggist today. Let this modern tooth brush help you to have cleaner teeth, healthier gums, a brighter smile!

**D.D.**  
**DOUBLE DUTY**  
REG. U.S. PAT. OFF.



**TOOTH BRUSH**

DESIGNED WITH THE AID OF OVER 1,000 DENTISTS

## ADMIRAL BYRD (continued)

much work remained to be done. But it was hard to keep men slaving in the cold and drift as long as the songs and laughter of good fellowship welled up through the crust from the celebrants in the shacks underneath. And because there was no safe place to hide liquor in that congested village, the second in command, himself a teetotaler, one night quietly gathered up the available supply, some 20 cases of rye and bourbon, and poured it, bottle by bottle, down a hole bored in the floor of his shack. Then he smashed the bottles inside a burlap sack, to deaden the sound, and scattered the fragments over the Barrier, so as to leave no trace. All winter long, supposing that the liquor had been moved to a new hiding place, Byrd's men spent their spare time prodding the Barrier with long brass rods, chanting:

*"Little Rod, won't you call  
When you've found the alcohol!"*

Of this tragic decision, Byrd knew nothing. He was at Advance Base when it happened. Nevertheless he caught the brunt of the after-effects on his return to Little America in the spring, for his hardier explorers, after draining the compasses of alcohol, were then running mouth wash and a patent medicine called Dr. Baxter's Lung Preserver through a home-made still. The by-products, while producing a desirable numbness, left tempers vile.

Despite such distractions, a polar camp is hardly a gay, inspiring place. For every hour of excitement and mental stimulation, there are two haunted with emptiness or hungry memories. And because the Admiral is a gregarious soul, it puzzles his friends that he should want to return to the Antarctic again. The paradox is accentuated by his family life, which is no different from that of any successful man of good family. In Boston, the Byrds occupy an old-fashioned, five-story brick house, on the "water side" of Beacon Hill. They summer in Maine, either at South West Harbor, where the Admiral owns a small cove, or on the mainland at East Sullivan, where he recently purchased a 1,000-acre tract, surrounding a baronial clubhouse, from a group of sportsmen. His son, Dickie, is a sophomore at Harvard; his three daughters, still in their teens, attend the fashionable Winsor School in Boston. The Admiral himself is a member of such a Boston club as the late George Apley would have approved, the Somerset, and there are few Americans of importance, from the Roosevelts (both branches), the Fords, the Rockefellers and on down, whom this lonely and intrepid wanderer does not know.

With the hero, as with the politician, the point is academic as to whether the office sought the man, or the man the office. The press is given to casting men into stereotyped roles, and Byrd has long been labelled HERO in the public mind. That he is, with Col. Lindbergh, an international symbol of the undaunted man of action is not to be denied; neither is the fact that many people, for reasons they find hard to define, do not altogether like him. As to that, one explanation may be that no man could possibly be the hero the public would like him to be. The Admiral is not unaware of the frailties of his role, and has constantly sought to widen his life.

Byrd looks upon himself as something of a mystic. He has peered at Christian Science and for a while he flirted with the Oxford Group. The desire to believe, to find "some replenishing philosophy," that persuaded him to go off by himself on the Shelf Ice, made it possible for him to ignore the opposition of his expedition. And the ambition to shape a universal peace movement had its inspiration in a similar desire to take root in some universal substance. When that came to nothing, there remained the Antarctic. And as Byrd once said at Little America: "You can forget the world here. There are no temptations. The only littleness is the littleness of a man's mind."

**At Advance Base**, on the ice 123 miles south of Little America, Byrd spent four months alone in 1934. In his tiny quarters he read, played the phonograph, cooked his meals and sought a "replenishing philosophy." He almost died of carbon-monoxide poisoning.





# Do you get the Dirt that "Gets" the Rug?



*It's not the loose dirt on the surface of the rug that creates an impression of untidiness—but it's that gray ghost of accumulated dirt at the base of the rug. Men are as sensitive to it as women. Guests and friends are conscious of it.*

Many housewives would blush if they could see this hidden dirt. Tests show that 85% to 98% of the dirt in a room is this kind—lodged in the nap of the rug, not only blurring its fresh, clean color but actually cutting away the pile under the tread of feet and the moving of furniture.

*This is the dirt* that "gets" the rug—the kind of dirt that Hoover gets.

Years ago Hoover learned that rugs wear out from the bottom—not from the top but from the bottom—and invented a special

means of removing "bottom dirt". It is called Positive Agitation. It dislodges and removes the sharp, hidden grit. It caresses and fluffs the nap. It brings back the cheery, wholesome color cleanness of the rug as though a veil had been lifted from it.

*If you are not already enjoying* a Hoover you are missing at least half the advantages an electric cleaner can bring you. More than 5,000,000 women have already discovered its exclusive benefits.

*When you buy the Hoover* you know that it is backed by the good name of a leading local store.

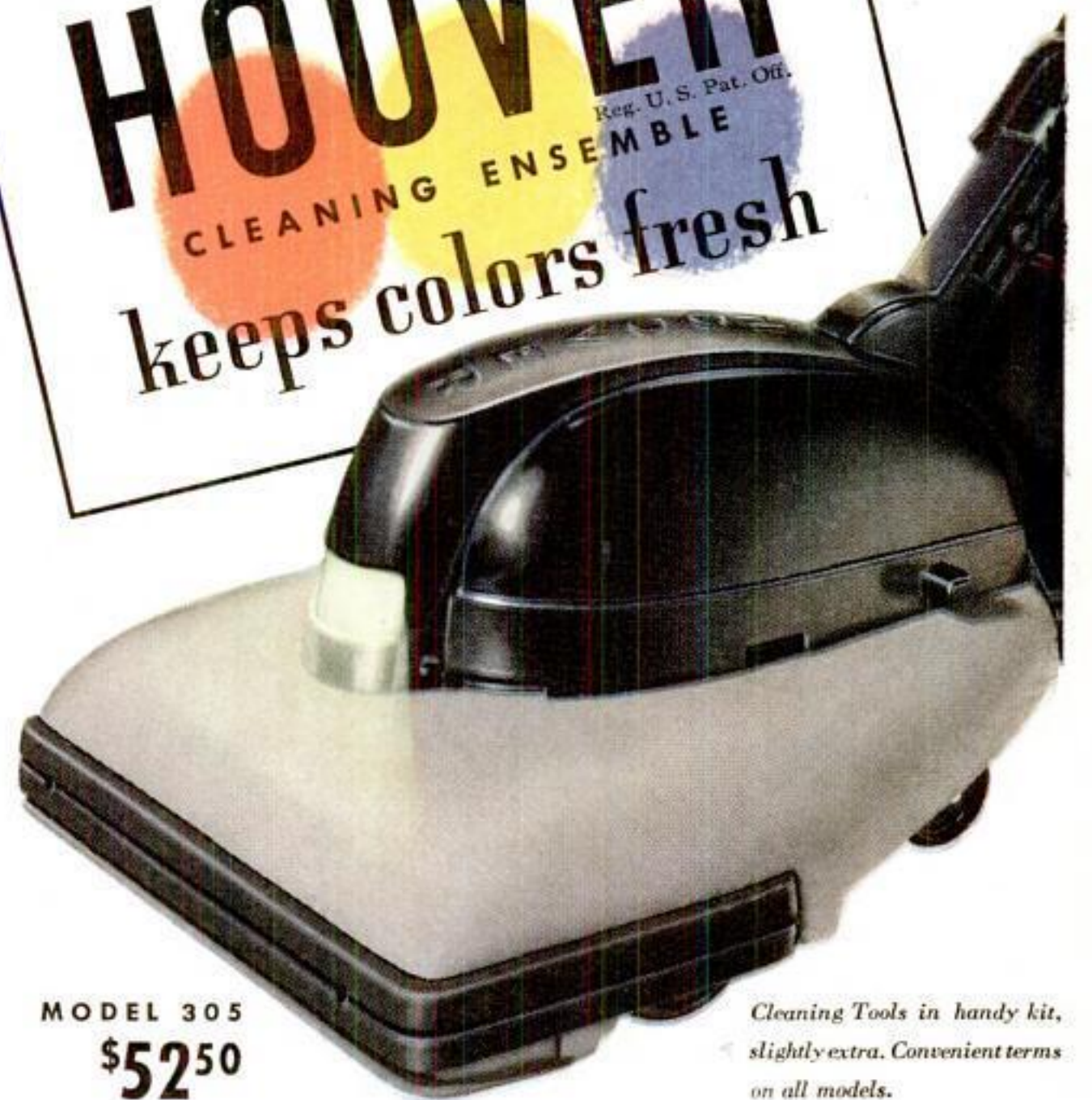
*One of these stores* will gladly leave a Hoover Cleaning Ensemble for you to try on your own rugs in your own way. Make this test before putting your name on the contract for any electric cleaner. THE HOOVER COMPANY, Factories: North Canton, Ohio; Hamilton, Ont.



Tests by Electrical Testing Laboratories show that 85% to 98% of dirt is in floor coverings... For draperies, upholstery, etc., Hoover supplies handy cleaning tools which attach instantly to cleaner.

IT BEATS... AS IT SWEEPS... AS IT CLEANS

*Years ahead!*  
**HOOVER**  
CLEANING ENSEMBLE  
*keeps colors fresh*



MODEL 305  
**\$52<sup>50</sup>**

*Cleaning Tools in handy kit, slightly extra. Convenient terms on all models.*

WARWICK HOTEL,  
NEW YORK CITY



***Became—  
IT'S MASTER BLENDED!***

# Calvert is the world's largest selling whiskey



Calvert "Reserve" BLENDED WHISKEY—90 Proof—65% Grain Neutral Spirits... Calvert "Special" BLENDED WHISKEY—90 Proof—72½% Grain Neutral Spirits, Copr. 1939 Calvert Distillers Corp., N. Y. C.

*Blended Whiskey*





A VOLUNTEER IN THE AUXILIARY TERRITORIAL SERVICE, DRESSED IN KHAKI COAT, SKIRT AND HAT, UNPACKS HER SUITCASE ON HER COT AT EASTERN COMMAND HEADQUARTERS

## ENGLAND MOBILIZES 1,500,000 OF HER WOMEN FOR THE WAR

One-tenth of the women of Britain are now directly engaged in fighting a war. While Tommy Atkins shoulders his rifle at the front, Miss and Mrs. Tommy Atkins are helping uphold the home front, which in totalitarian war may prove to be of decisive importance. If Britain is to save its civilian population from massacre at the hands of enemy bombs and if the industrial, food, transportation and communications services are to pump lifeblood into the fighting forces at sea and in France, the women of Britain will deserve a lot of the credit.

The 1,500,000 British women now in war service had been organized to go into action the day war broke out. Some organizations, like the women's naval and army auxiliaries, are holdovers from the first World War and throughout peacetime they existed in skeleton force. Others, like the Women's Voluntary Services (WVS), are having their baptism of fire. It was the WVS, under orders from Health Minister Walter Elliot, that handled the tremendous job of evacuating some 2,000,000 city children. The success of this mass migration is a tribute to the coolheaded efficiency of WVS Chairman Lady Read-

ing, who modestly remarks, "We don't want to teach the men, we love and cherish them too much, but things they forget to do—mopping up—we just do." It was the same Lady Reading, widow of a former Viceroy of India, who mopped up 70 women's organizations into the WVS in 1938.

What social implications lie in the sudden transformation of stenographers into ambulance drivers, of manicurists into mechanics, of housewives into farm hands, of chorus girls into air-raid wardens and of Mayfair debutantes into trained nurses, peacetime will best tell. But that England is going through a vast "social experiment," in the words of its Prime Minister, cannot be doubted. Like the pretty young girl unpacking her suitcase in the barracks of the Auxiliary Territorial Service, affiliated with the territorial army (*above*), the war, win or lose, will be an unforgettable experience that will bring to class-conscious English girls new elbow-rubbing associations and possibly revamped political ideas. For details of these experiences and the jobs that Miss Tommy Atkins has voluntarily chosen as her wartime work, turn to the following pages.





This ambulance, until recently a carpet-beating company's van, is manned by two of the 46,000 WVS ambulance drivers. They wear helmets and anti-gas suits. They have been taught to change wheels and spark plugs and to drive 100 yd. in reverse in complete darkness.



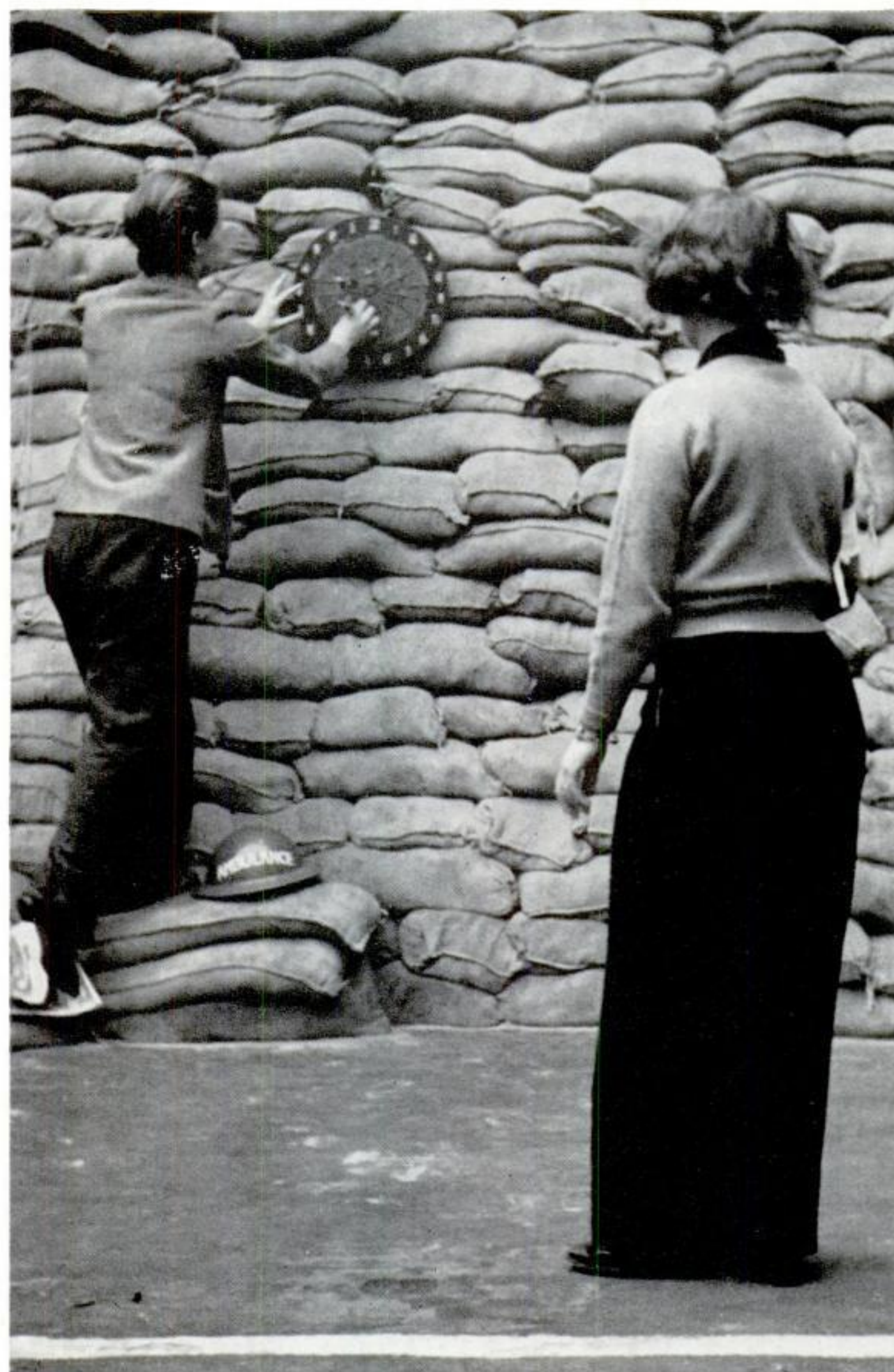
These trained nurses are former factory girls whose new job is to tend air-raid civilians as they are removed from London for safer points on 20 eight-car hospital trains. Below: volunteers in navy-blue uniform attend a switchboard at a London auxiliary fire station.



## BRITISH WOMEN OF ALL CLASSES PITCH IN AS VOLUNTEERS TO DO ALL KINDS OF JOBS

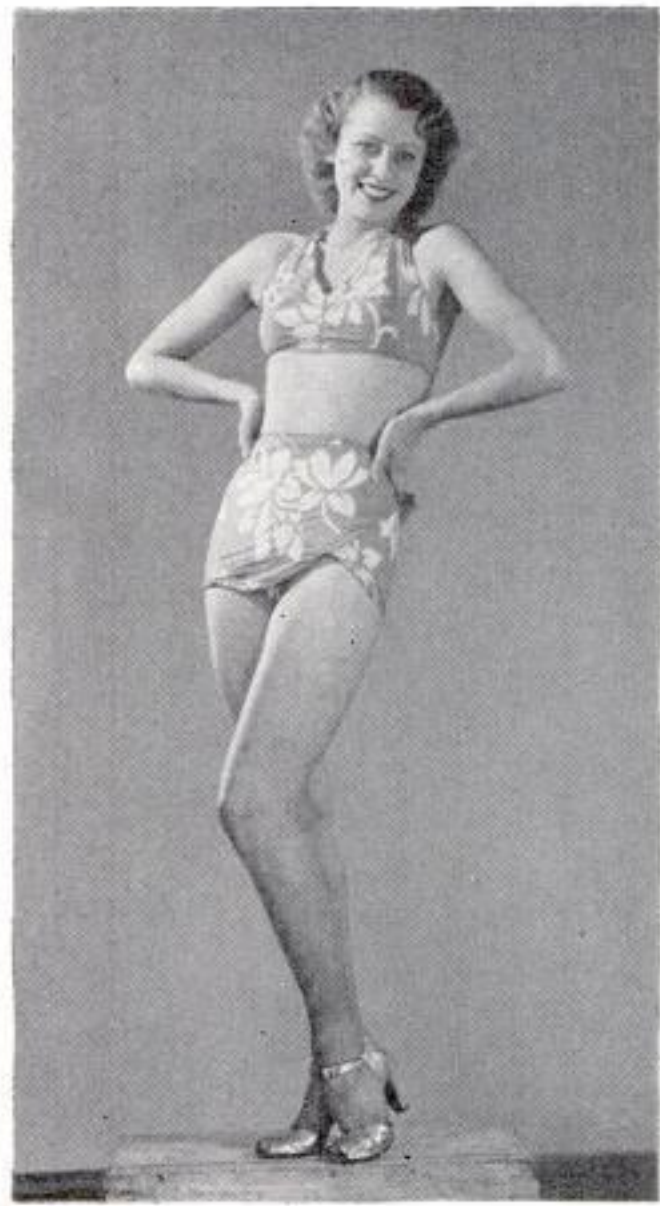
**"Flexibility"**—motto of the Women's Voluntary Services for Civil Defence (the WVS)—might serve as the motto for all Britain's women at war. In the Navy, 2,000 "Wrens" (Women's Royal Naval Service) cook, keep books, cipher messages. A similar job is done for the Army by 20,000 khaki-clad women in the Women's Auxiliary Territorial Service. Living in neat barracks, they enjoy themselves like sorority sisters when off duty and play field hockey for recreation. Affiliated with them are the ambulance-driving "Fannies" (First Aid Nursing Yeomanry). Creamiest of the services is the Women's Auxiliary Air Force. Its 11,000 volunteers, including Aviatrix Amy Johnson, act as cooks and chauffeurs and help repair airplane motors.

Biggest organization is the WVS, whose 700,000 volunteers register at the rate of 1,000 a day. Some of the useful wartime jobs that these women do are shown here. Except for rent and incidental expenses, this vast organization, spreading out into 2,030 districts, does not cost the government tuppence. The only recompense its members receive is the honor of wearing a small chromium badge costing a nickel. One of its hardest jobs is supplying bandages, sheets and night shirts to hospitals. In hundreds of homes WVS volunteers sew. The Ministry of Health supplies the cloth, but the WVS must somehow manage to get its own sewing machines and scissors. Slyly the WVS' Queen Busy Bee, Lady Reading, admits: "We begged, we borrowed and, I am ashamed to say, sometimes we stole."



"Darts", the great game of English pubs, has been taken up by ambulance attendants who find themselves all set for bombs that have not yet fallen. This game is in a garage that serves as an ambulance and gas-decontamination station. Target is stuck in sandbags protecting the office.





BETTY CAREY, PHOTOGRAPHER'S MODEL (LEFT), IS NOW A FIRE WARDEN (RIGHT)



English "bulldog spirit" is reflected in the calm but determined look of this married woman who is now a London trained nurse. Like other volunteer nurses, she has gone through training in first aid and home nursing and was then given 50 hours of training in a hospital.



This volunteer nurse, climbing into a hospital train, belongs to the Nursing Reserve, part of the WVS. For duty in soldiers' hospitals at home and overseas, there are 60,000 Red Cross volunteers whose work in the last War was memorialized in Vera Brittain's *Testament of Youth*.



Ambulance boats ply the Thames, which flows through London past the Houses of Parliament, providing a fine highway to safety. Volunteer nurses do the work. Below: two Auxiliary Territorial Service cooks prepare food for the Army in an oven nicknamed "Neville."







## THINGS THAT ONLY MOTHERS UNDERSTAND

— the way I feel when your funny, sweet little clumsy fingers grasp my hand . . . why a room fills with sunshine when a smile crinkles the corners of your mouth . . . why I swallow hard every time I hear your startled cry . . .

—or why, my darling, all your little ways, your sweetnesses, show me that I'm right . . . that there's nothing in the world too good for you . . .



ONE OF THE THINGS every mother understands is the feeling that her baby deserves the best. It's that feeling, probably, that has made Vanta Baby Garments the largest-selling baby garments throughout the United States.

FOR, DURING 28 YEARS the makers of Vanta have been continually developing new scientific features for baby's health and comfort. The design of each garment is carefully tested in experiments with real babies to insure that it is cut for perfect comfort. New health fabrics like Vantalin and Silvalining are exclusive to Vanta Garments. And Vantas are the only baby garments which offer the protection of hospital-sterilization and germproof packaging.

YET IN SPITE OF all their special scientific features, Vanta Garments are not expensive. Their fine materials withstand use and washing, and never lose their shape. And since many Vanta Garments are adjustable, they are not quickly outgrown, and fewer replacements are needed. Vanta makes practically everything for your baby — garments in sizes from birth to 12 years, hosiery and toiletries. See them in the Infants' and Children's Department of your favorite department store.



The Saleswoman who wears this emblem is a Mothercraft Graduate, expertly qualified to serve you. Ask for her in the Infants' Department.

**Vanta**  
GARMENTS

FOR INFANTS & CHILDREN

**VALUABLE BOOK** Send 10c for copy of the eighty-page book, "BABY'S OUTFIT", covering 55 subjects of vital interest to expectant mothers. 500 name suggestions. Use this coupon.

Earnshaw Knitting Co., Dept. L-11 Newton, Mass.  
In Canada, J. R. Moodie Co., Ltd., Hamilton, Ont., are Licensees.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

## Women at War (continued)



**Lady Reading**, most important British woman at war next to the Queen, heads the Women's Voluntary Services for Civil Defence. She is widow of a Viceroy of India. She calls many cabinet ministers by their first names, telephones them at all hours.



**Mrs. Walter Elliot** (left), interviewing a volunteer for the Women's Land Army of which she is the London head, is the wife of the Minister of Health and former Minister of Agriculture. In Scotland she herself owns a 5,000-acre sheep ranch.



**Mrs. Montagu Norman** (right), vice-chairman of the WVS, is married to Governor of Bank of England. Fair-haired and unobtrusive, her peacetime hobbies were gardening, music and her two sons. Most important British women are doing war work.

CONTINUED ON PAGE 45



# Now Lady Buxton tops it off with the "3-Way"

Lady Buxton "3-Way" in De Luxe Calf, \$5—others from \$3 to \$7.50.



It's the most swagger, colorful and almost unbelievably useful and practical of billfolds.

We hate to admit it, but this latest "brain child" of an illustrious family is a definite "steal" from the all-purpose Buxton "3-Way" that makes such a hit with men. It's designed to bring order into the most hectic of existences morning, noon and night—invented as the final word in organ-

ized usefulness and sheer beauty.

The stunning colors were chosen to outsmart the shades of Autumn—the finishing touch to a smarter ensemble . . . and the practical, patented features are adaptable to every need. They add that touch of sanity and order which your purse has long prayed for!

P. S. You'll find the price well within your budget. \$1 up for Lady Buxtons; \$3 up for the "3-Way."



When method is your mood, the "3-Way" offers three full-length compartments separating checks, bills, papers, etc. Also pockets for cards, tickets, driving license.



When going "on the town," the inner partition comes out—a complete billfold in miniature to slip into your evening bag—the right color accent for your newest gown, too.



When you swagger out to shop or travel, the center partition can be reversed—locked in—making a hideaway for personal papers, larger bills—if any!

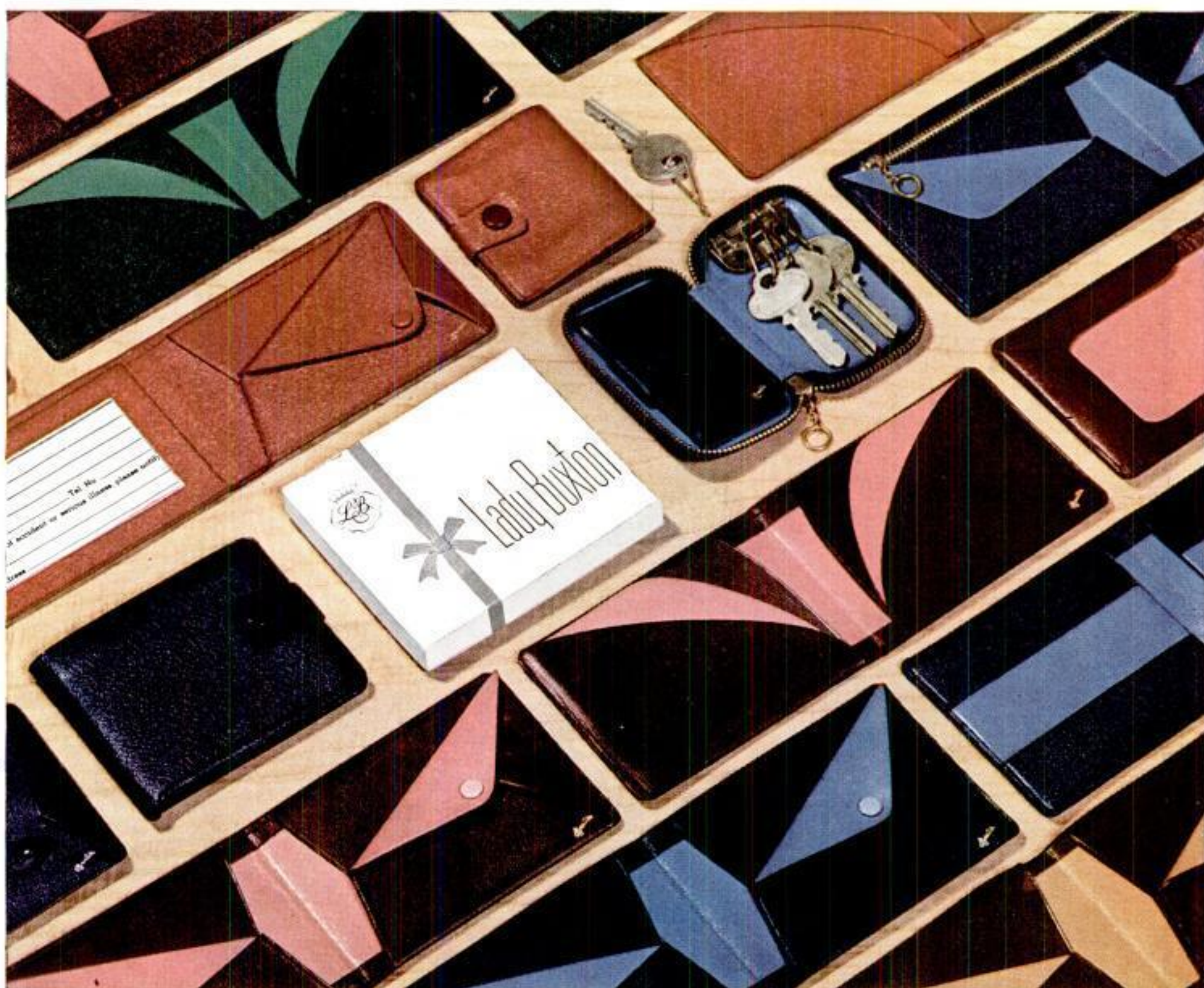


A convenient coin purse, too. The "3-Way" has a safe place for change that snaps closed. Grand for that elusive carfare.

Other Lady Buxtons priced from a dollar—Only \$1 for solid colors; \$1.50 and \$2 for "two-tone" models. De Luxe Lady Buxtons in Calf and Pin Seal, \$2.50 to \$5. With two bill pockets, one zip-fastened, \$3 up.

WRITE FOR THE FREE FOLDER showing the complete Lady Buxton line. Buxton, Inc., 103 Orleans Street, Springfield, Mass.

## Lady Buxton





# REAL SILK'S



FOR HER... the lovely luxury-looking things for which Realsilk is famous

FOR HIM... the style-right, wear-right gifts that men know they'll get from Realsilk



# Christmas Shop-at-Home Service

  
*Gifts  
for everyone*

**NO SHOPPING HURRY  
NO PARKING WORRY**  
The Christmas Service that  
comes to you, at home or  
office. Ring up your local  
Realsilk Branch Sales Office  
—make an appointment.



We insert your personal  
greeting in package



We wrap your gift  
tastefully and expertly

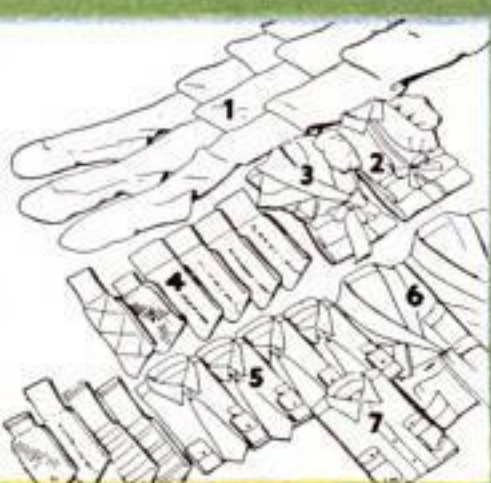


... and mail it direct to  
any address you wish

If you would like to cut Christmas shopping time to minutes . . . get choice gifts for all . . . and have no wrapping or mailing bother—hunt up “Real Silk Hosiery Mills” in your phone book and ask for Realsilk’s Christmas Shop-at-Home Service. Here’s what happens: Our representative comes to your home or office—with a whole “gift shop” of fine wearables. You sit and choose. We deliver your gifts to you for distribution—or direct to their destination, with your greeting card inside and gay Christmas wrappings outside. It’s a simple way to turn Christmas shopping fuss into Christmas fun. **REAL SILK HOSIERY MILLS, Inc., Indianapolis, Indiana.** Branch Sales Offices in 200 cities.

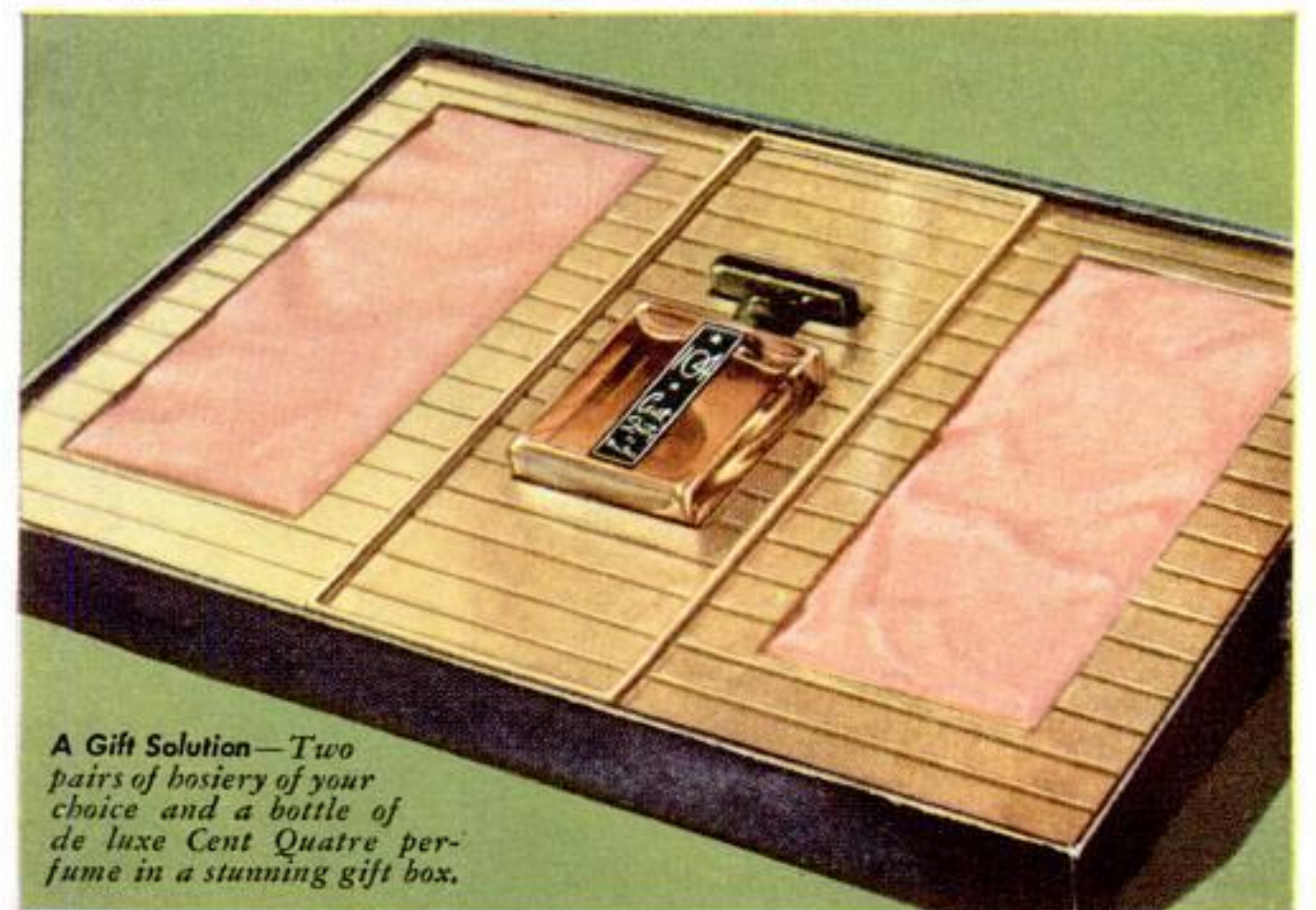


FROM MILL TO MILLIONS



Christmas Gifts by Realsilk: 1. Glamorous hosiery, everything from super-sheer to service, in newest shades (Style 104 illustrated.) 2. Hostess gown, beautifully tailored, in a flattering rose shade. 3. Elegance in a negligee of blush rose or embassy blue, with fine imported lace. 4. Smart socks—all-wool, silks, silk and wool, listé, ribs, in plain and fancy patterns. 5. Fine shirts and fine ties to wear with them. 6. Men’s robes, in maroon or royal blue. 7. Realsilk’s new gabardine sports shirt, of West Coast and dude ranch inspiration. 100% wool, and obtainable in specific collar sizes and sleeve lengths, an unusual feature for sports shirts.

## REALSILK’S HOSIERY-PERFUME COMBINATION



A Gift Solution—Two  
pairs of hosiery of your  
choice and a bottle of  
de luxe Cent Quatre per-  
fume in a stunning gift box.

## REALSILK’S PERSONALIZED COMPACT



A smart black enamel com-  
pact personalized with in-  
itials in marcasite. Ask your  
Realsilk Representative  
how you can get this at an  
unusual saving.

Copyright 1939, Real Silk Hosiery Mills, Inc.





# Peter Ballantine lifted his glass 3 times— "Lads, I ha' my trademark"

**T**IME: 1840. The Founder and Brewmaster himself had just completed his three-fold test of a keg of ripened ale. He pursed his lips and pronounced it "per-r-r-fect!"

Being a Scot—though transplanted to America—he trusted his taste in ale beyond any man's. "It ha' the PUR-R-RITY . . . the BODY . . . the FLAVOR-R-R," was his verdict.

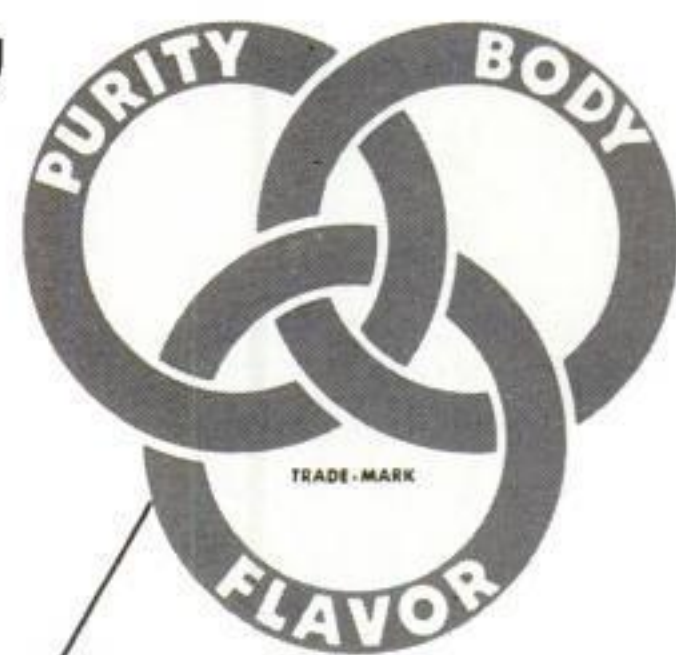
On the scoured oak of the table, his eye chanced on three moisture rings left by the tumbler used in the

three tests—one dewy ring made each time he lifted his glass.

"Thr-r-ree tests . . . thr-r-ree rings . . . the sign of good ale," he mused. "See the board, lads—I ha' my trademark! Ye'll put the 3 rings—meaning pur-r-rity, body, flavor-r-r—on every keg!"

Peter Ballantine's taste in ale proved to be America's own—*more people get more enjoyment from Ballantine's Ale than from any other . . .*

**AMERICA'S LARGEST SELLING ALE**



# Order **BALLANTINE'S ALE** the "Handy" way



**3 RINGS.  
GET IT?**



Copr., 1939, P. Ballantine & Sons, Newark, N. J.





AT KENT AGRICULTURAL COLLEGE IN WYE, FOUR OF THE 25,000 VOLUNTEERS IN WOMEN'S LAND ARMY LEARN HOW TO PITCH HAY AS PART OF A MONTH'S TRAINING COURSE

## BRITISH WOMEN'S LAND ARMY DOES THE FARMERS' CHORES

**A**rmies still travel on their stomachs. Insuring an adequate food supply is a vital wartime problem for Britain. To make sure that every possible acre is in production is the job of the Women's Land Army.

Its 25,000 volunteers are given a month's intensive training before being sent to help farmers, many of whose sons have gone off to war. The girls are taught everything from care of pigs to the cutting of cabbage and packing of apples.

One unexpected problem, however, has been the protection of the girls' morals. A Welsh alderman criticized soldiers billeted near some of the girls for "not behaving themselves" during blackouts. He suggested a nine o'clock curfew. Snapped a fellow alderman: "If you are going to put a barbed-wire fence around these girls, it will be like the 'Trespassers Will Be Prosecuted' sign I saw on fields when I was a boy. They were the only fields I went in."



**How to milk a cow** is taught to Land Army volunteers by trained instructors who use a rubber udder for demonstration. Schoolwork begins for the girls at 5:45 a.m. each day.



**Collecting eggs** is another daily farmyard chore. The girls are also taught how to operate a tractor, tie up celery and are given a short course in the care and feeding of livestock.





Braeburn, Marvel and HiBoy, pose in that order at left. Braeburn—the new Wide-Tred wing-tip with flaired sole. Marvel—easygoing Tweed-leather Brogue with crepe sole. HiBoy—offers toe-room comfort with a sturdy, soft-treading sole.

Dyke Is The Name of the husky, Dutch-Boy Brogue, at right. Note rocker-bottom, thick crepe sole and sturdy stubbiness of this latest Bostonian for Fall.

● Are your feet happy? Alive! Alert! Ever-ready for work or play? Or are they just weary "stand-ins"?

Make no mistake—only fitted feet are happy feet—only when shoes are fitted in action can they feel right, look right! That's why Bostonians are *Walk-Fitted*—why their foot-form inner-soles are built to match not only the shape, but the action of your feet. And what a difference that makes—in the way you step, stand and walk.

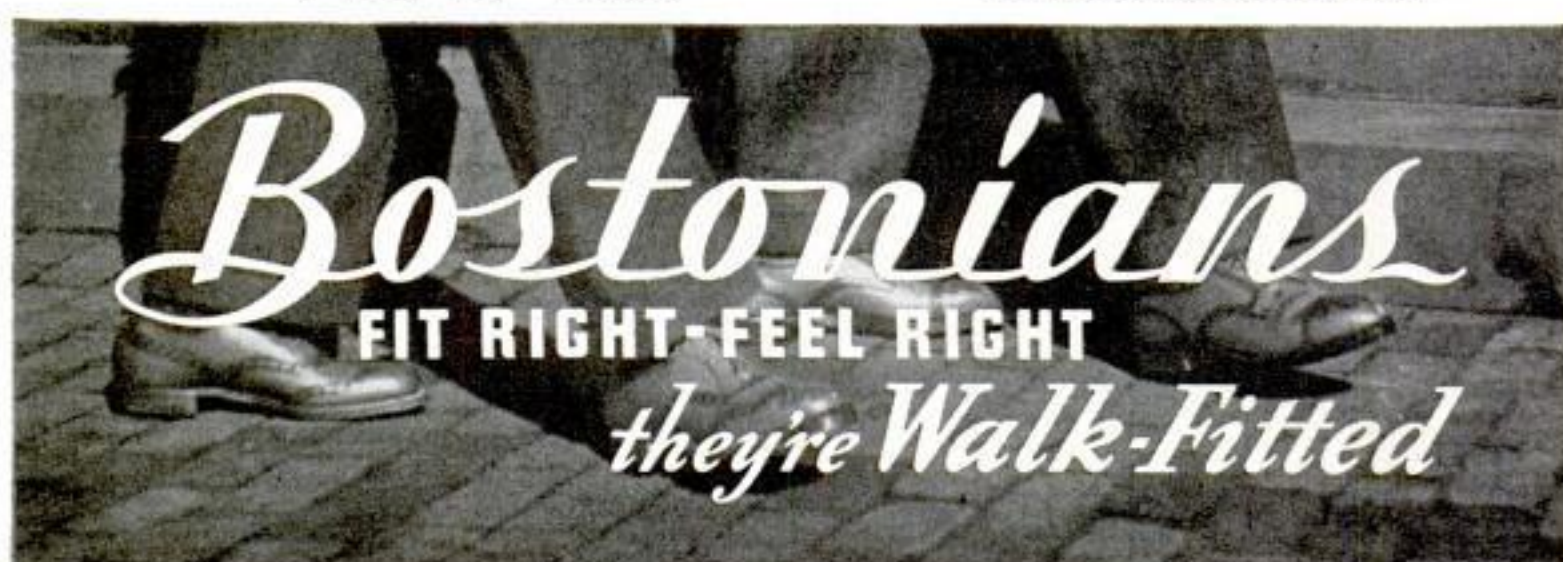
Test Bostonians yourself today! Be *Walk-Fitted*. See and feel why a million men call Bostonians "the shoe that makes friends with your feet."

Bostonian Shoes... Whitman, Mass.

\$7.50 to \$11.00



Bluchers Are Back—and Wellington (above) explains why. Wide-Tred double sole, bold punching, plus Bostonians' antique Bootmaker finish.



## Women at War (continued)



Beautiful Duchess of Kent, a volunteer nurse, inspects a London nursing station. Duchess of Windsor runs a hospital. Duchess of Gloucester is also member of WVS.



Mrs. Mary Bennett, London housewife, was made air-raid warden of her district. She carries a bell to warn the neighbors.



Judy McCrea, slim London show girl, was also made an air-raid warden. She goes on duty in suburbs between shows.



Entertaining troops is still one of women's first jobs in war. Kay Moody's accordion peps up the soldiers. Troops of show girls are being trained to entertain overseas.



# Amazing New Automatic Compact Discovered

Now Every Woman Can Be A Makeup Expert



CHARLES E. ZIMMERMAN  
Inventor and Manufacturer  
Gives American Women

**"JUVA-TEX"**

TRADE MARK REG. PAT. PENDING  
ENTIRE CONTENTS COPYRIGHT, 1939



## The First Perfect Automatic Compact

**HOLDS 10 DAY SUPPLY . . . QUICKLY REFILLS**  
**It's Washable and Improves with washing**



**25c**

Holiday Gift Package \$1



Girls from sixteen to sixty will shout and sing . . . "where have you been all my life" when they see and use "JUVA-TEX" . . . the first, the only perfect automatic compact. All you need do is fill "JUVA-TEX" with your favorite face powder and

gently tap on the back of your hand until powder circulation begins. Then lightly apply to the face and neck for the powder coverage which suits you best. Simple as one, two, three . . . efficient as a finely jeweled watch.

### A Gentle Pat Brings the Exact Amount of Powder You Want . . . No Waste

Gone are the days when the "dust and dodge" method of powder application annoyed and irritated you. No more "piling" on . . . no more chalk white makeup. "Juva-Tex" makes powder application a fastidious operation that saves time, worry and keeps your purse neat and tidy.

The material from which "JUVA-TEX" is made is an airy, foamy substance with millions of tiny, interconnecting cells. When in use these cells open just enough to allow powder to sift through as desired. When not in use they close allowing no powder to spill or waste.

### "JUVA-TEX" COMPACTS ARE SOFT AND LIGHT AS A FEATHER

In its lovely Pliofilm envelope your "JUVA-TEX" fits snugly into the pocket of your purse or into the daintiest formal

evening bag. You'll marvel at its creamy whiteness . . . its feathery softness and it weighs just a fraction of an ounce.

### Gorgeous Holiday Gift Package

Here is the perfect gift . . . new . . . different and so very practical and useful that your friends will thank you a thousand times. The very attractive "JUVA-TEX" gift box contains two Automatic Face Powder Compacts and one GIANT "JUVA-TEX" Bath Powder Compact . . . each in its own individual pliofilm envelope. What could be nicer than a remembrance like this? This DeLuxe Assortment \$1. complete.



### NEW "JUVA-TEX" Bath Powder Compact

The Giant "JUVA-TEX" Automatic Compact makes body powdering a simple delight. No dusting . . . no wasting . . . no spilling. You apply as generously or as lightly as desired. The "JUVA-TEX" way of applying face or body powders is new, different perfection itself.

ON SALE AT ALL DRUG, DEPARTMENT, VARIETY STORES AND BEAUTY SHOPS. If your dealer cannot supply you clip and mail coupon to:



CHARLES E. ZIMMERMAN, Manufacturer  
225 N. Wabash Avenue, Chicago

Please send me one "JUVA-TEX" automatic compact. I enclose 25c.

Please send me one "JUVA-TEX" Gift Package — I enclose \$1.00.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

**JUST FILL, TAP  
AND APPLY**

**"JUVA-TEX"**  
TRADE MARK REG. PAT. PENDING  
**AUTOMATIC COMPACT**





HITLER OPENS THE BIG MUNICH ART SHOW. • NOTE GOEBBELS (LEFT), NUDES (RIGHT)



HITLER APPROVES HONEST GERMAN ART WHILE GÖRING (RIGHT) ADMIRES STATUE

# PAINTINGS BY ADOLF HITLER

The artist who turned statesman  
wants to pick up his brush again



LATER HITLER WORK SHOWS SOME SKETCHING SKILL

The last important conqueror in Europe to be greatly interested in art was Napoleon. His interest was largely acquisitive. It consisted of swiping Italy's art treasures and putting them in the Louvre. Adolf Hitler has a deeper personal interest in art. He himself was a painter whose struggles with art brought him no success and little satisfaction. But Hitler has never stopped wanting to be a painter. In his famous pre-War conversations with Sir Nevile Henderson, published in the Blue Book, he told the British Ambassador: "I am an artist and not a politician. Once the Polish question is settled, I want to end my life as an artist."

If Hitler were really to give up public life for art, which Sir Nevile Henderson doubts, the world would lose a very shrewd politician and gain a very poor painter. Hitler's ambition to be an artist was never dimmed by his lack of talent. When he was a jobless youth in Vienna, he was denied admission to the Vienna Art Institute because his work "showed more talent for architecture than for painting." Later the young Austrian, who tinted postcards and painted houses for a living, used to hang wistfully around the artists' cafes in Munich, trying to get established artists to look at the paintings he carried in his portfolio. If the artists had encouraged him instead of ignoring him, Adolf Hitler might never have become the bitter frustrated leader of a bitter frustrated nation.

Hitler probably completed hundreds of paintings. Most of them have by now been gathered in, supposedly by the Führer. The ones on the following pages, smuggled out of Germany and here published

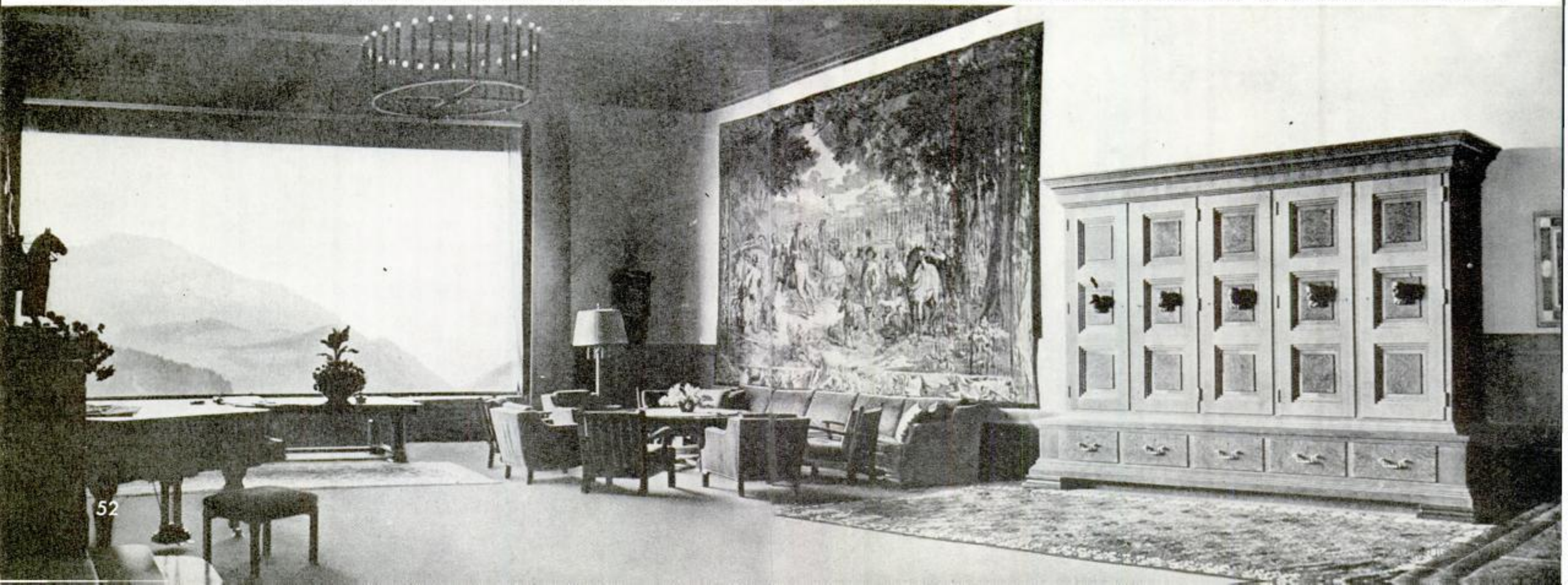
for the first time, are reputed to be his very early work. They are the crude daubs any amateur produces when he first puts brush to canvas. These paintings show Hitler's preoccupation with architecture and with empty, desolate places. Hitler rarely put people in his paintings, perhaps because he thought people not worth painting, perhaps because he found them too difficult to do. As he practiced Hitler grew in skill, and his later work, like the farmhouse sketched at left, reveals a fair amount of adroitness. Through much of the War, Hitler carried his painter's kit, did water colors of War-ruined buildings.

Today Hitler's artistic impulse has a grandiose outlet. As the defender of German art, he has purged it of modernism, handed it over to the academics. On the walls of his "Berghof" near Berchtesgaden, he hangs classic paintings, some taken from German museums. He owns a large collection of works of Vienna artists, is supposed to have bought the famous Vermeer self-portrait for \$200,000. Every spring, he personally opens and approves the most important art exhibit in Germany, "The Day of German Art."

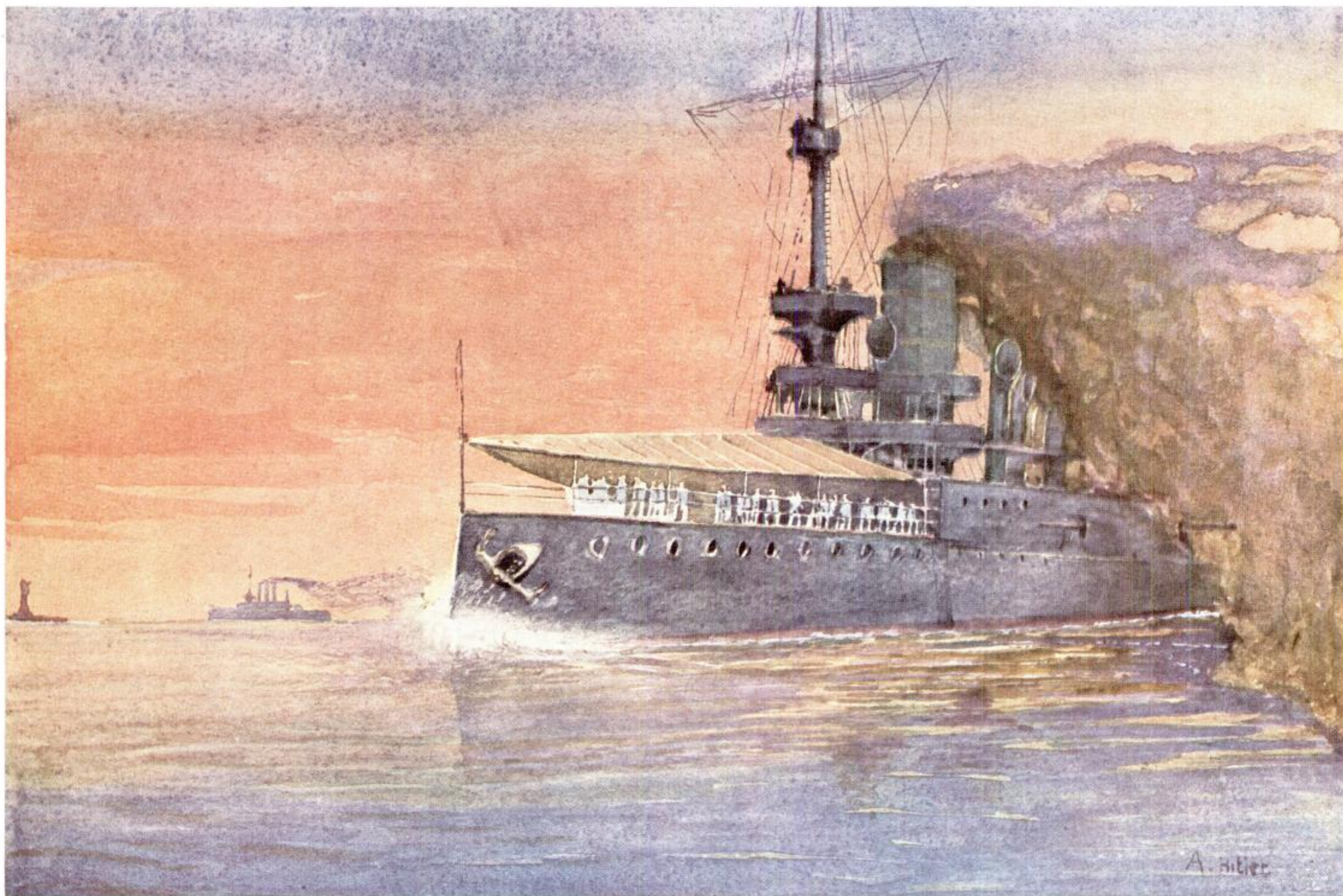
But most of Hitler's artistic urge is released through architecture. At night when the rest of his work is done, Hitler sits in one of his rooms at the Berghof (below) and works furiously over architects' designs. Plans for all important German public buildings and monuments must be personally approved by Hitler, whose suggestions are religiously followed. As a result, most German public buildings are being frozen into the decent but uninspired modernized-classic architecture that Hitler insists on.

GREAT HALL AT HITLER'S BERCHTESGADEN HOME, WHICH HITLER HELPED DESIGN, LOOKS OUT ON BAVARIAN ALPS.

CONCEALED BEHIND TAPESTRY IS MOTION-PICTURE PROJECTOR







"BATTLESHIP WIEN" IS ONE OF FEW HITLER PAINTINGS WITH PEOPLE IN THEM. TOO TIRED OR LAZY TO FINISH DETAILS, HE HID STERN OF SHIP IN SMUDGE OF SMOKE



THE COMPOSITION IN THIS PAINTING OF ROMAN RUINS HOLDS TOGETHER REASONABLY WELL. A GOOD SENSE OF LINE GIVES HITLER HIS FLAIR FOR ARCHITECTURE

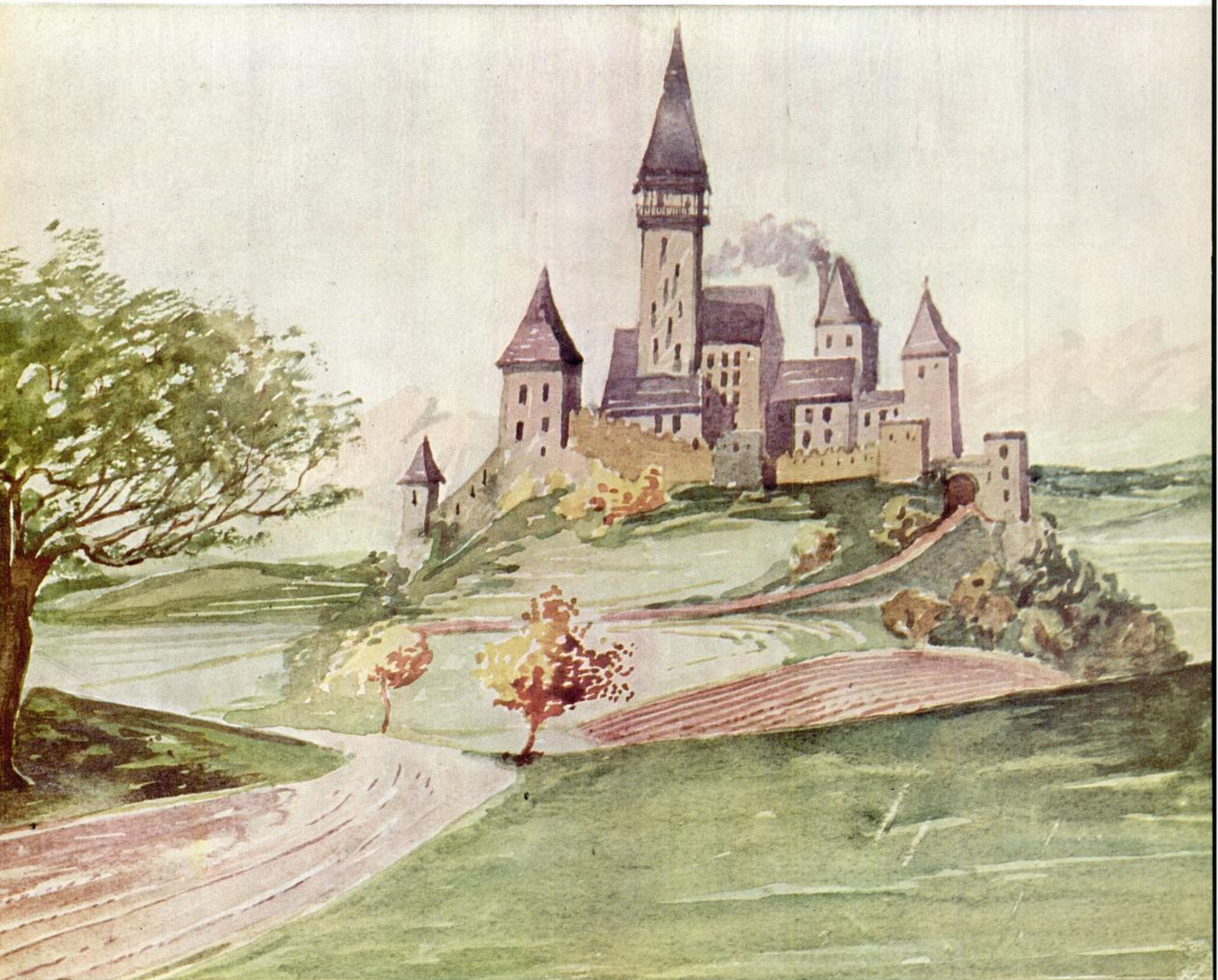




HITLER LOVED TO PAINT DESOLATE SCENES WITH RUINS AND WINDSWEPT TREES



LIKE ALL NOVICE ARTISTS, HE PAINTED WINDMILL WITH BEACH AND CATTAILS



THIS PILE OF GERMAN GOTHIC WAS PROBABLY HITLER'S IDEA OF A DREAM CASTLE. HIS REAL CASTLE AT BERCHTESGADEN IS FAR MORE SOPHISTICATED



## HITLER HATES MODERN ART, APPROVES NUDES

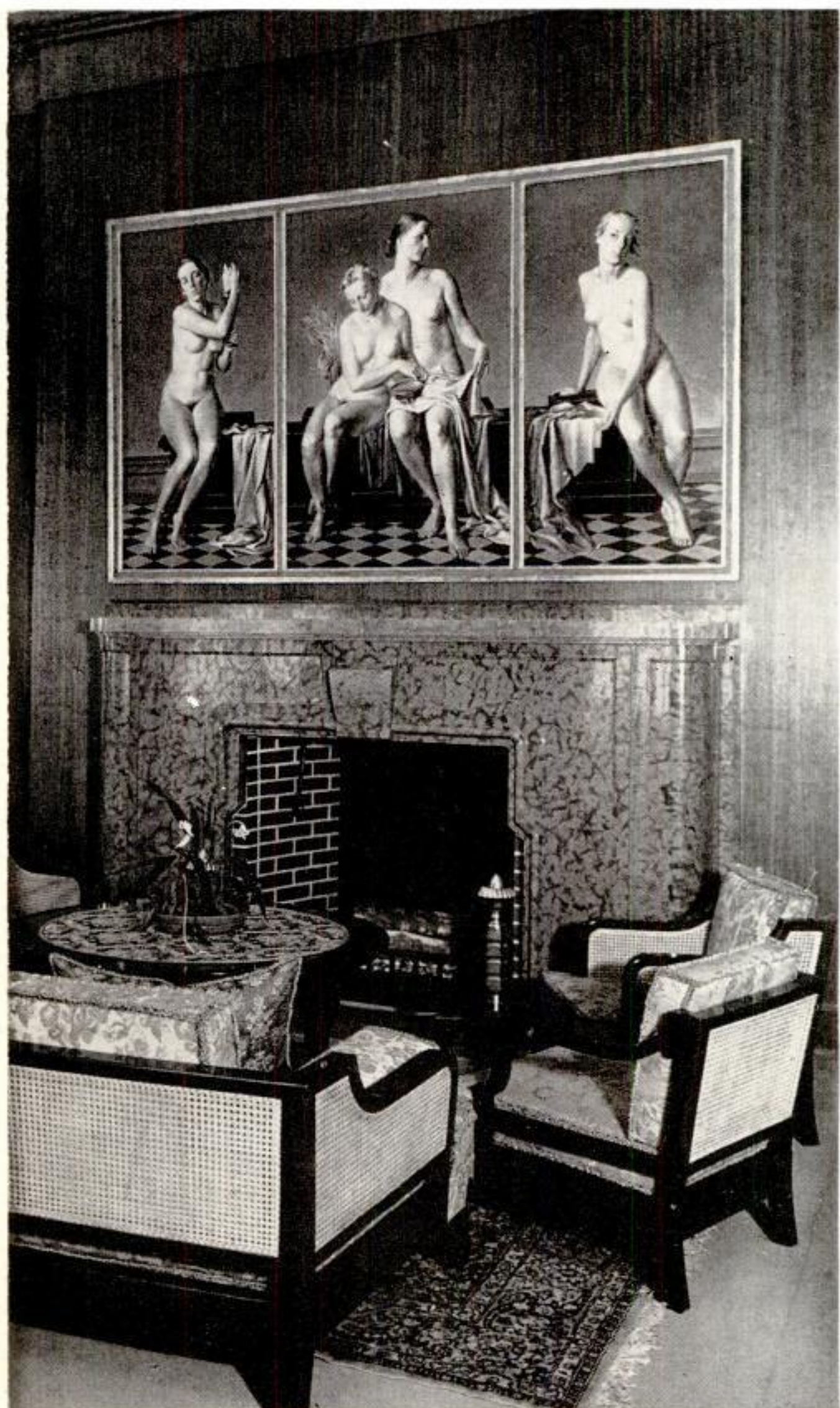
In 1937, Hitler saw a preview of an exhibit in the new House of German Art in Munich. When he came upon modern paintings that critics admire, he went into a frenzy, tearing paintings from the walls and kicking them to pieces. He later declared that "modern" artists should be sterilized, began a complete purge of their influence in German art. Today, Germany forbids any work of art which does not render an object faithfully, or which derides such Nazi ideals as war and women. Hitler himself likes his art "straight," is molding all German art in the pattern he prefers.



**Forbidden** is modern art, like Lehmbruck's *Kneeling Woman*. Nazis call it degenerate.



**Approved** is this bold statue glorifying the German urge to be fecund.



The nudes that Nazis like are literal and very explicit, like these which hang over this cozy fireplace in the Munich Führer House where German bigwigs hobnob.

CONTINUED ON NEXT PAGE

## ACTUAL EXPERIENCES of both men and women prove Knox Gelatine does combat fatigue. Verified reports tell remarkable results.

FILE PROOF NO. 247



### CRACK TEAMS TRAIN ON KNOX

Ace football squad — Fordham University "Rams"—trains for top season on Knox Gelatine. Strong contenders for All-Eastern honors say that on Knox endurance drink they take harder training—maintain punch through tough games—have quicker recovery from grueling competition. At least a dozen other leading colleges and universities have also adopted Knox for regular training routine.

FILE PROOF NO. 289

### MORE "GET UP AND GO"

School teacher. Combines teaching school with keeping house. Used to wake unrefreshed after restless sleep. Now taking Knox Gelatine regularly, she finds "care of children less tiring—day doesn't end so soon." Gets sound, restful sleep. Less fatigued at end of day. Ready for recreation. Homemakers—business women—women interested in athletics—express delight in similar benefits from taking Knox Gelatine regularly.



### NEED MORE VIM?

Don't miss good times because you're overtired! Thousands gain new vigor—feel keener, more alive—the easy, inexpensive Knox Gelatine way. Knox Gelatine is not a temporary pick-up. It is a food. Certain elements in Knox Gelatine help the body to fight fatigue—increase endurance. Scientific tests prove that many have increased their get up and endurance more than 100% with Knox Gelatine.

## Fight Fatigue With KNOX GELATINE



**THIS WAY:** Empty 1 envelope of Knox Gelatine in a glass  $\frac{3}{4}$  filled with water or fruit juice, or  $\frac{1}{2}$  water and  $\frac{1}{2}$  fruit juice. Let the liquid absorb the gelatine. Then stir briskly and drink rapidly or it will thicken. Take 4 envelopes a day for 2 weeks, then continue with 2 a day. Take faithfully for 1 month.

Then if you wish, discontinue, and resume when you feel the need.

**CAUTION:** Be sure to use Knox. Only Knox was used in the scientific experiments. Only Knox is *proved* to have the necessary elements. Write for Bulletin E, Knox Gelatine Company, Johnstown, New York, Dept. 71.



*I wished the floor would open up and swallow me!*



*Wednesday, September 6<sup>th</sup>*



We were playing "tell-the-truth" at our Wednesday club meeting. It was Joan's turn and they asked her whose wash line had the worst case of tattle-tale gray in town. The next minute, I wished the floor would open up and swallow me. Joan was pointing straight at me!

*Thursday, September 7<sup>th</sup>*



I swore I'd never forgive her—but the very next day Joan dashed over with a peace offering. She said she hated to hurt my feelings, but it was time somebody told me to quit using lazy soaps that don't take *all* the dirt out of clothes. She said her washes looked messier than mine till she discovered Fels-Naptha Soap—and she gave me some to try.

*Wednesday, September 27<sup>th</sup>*



Well, the club met at my house a few weeks later—and am I glad I tried Fels-Naptha! I'll tell the world there's nothing like its grand combination of richer *golden* soap and gentle *naptha* for getting clothes honestly clean! My linens and things looked so gorgeously white, the girls were simply dazzled! You bet it's Fels-Naptha and me for life—and no more tattle-tale gray!

COPR. 1939, FELS & CO.

*Banish "Tattle-Tale Gray" with Fels-Naptha Soap!*

**TUNE IN HOBBY LOBBY** every Sunday evening. See local paper for time and station.

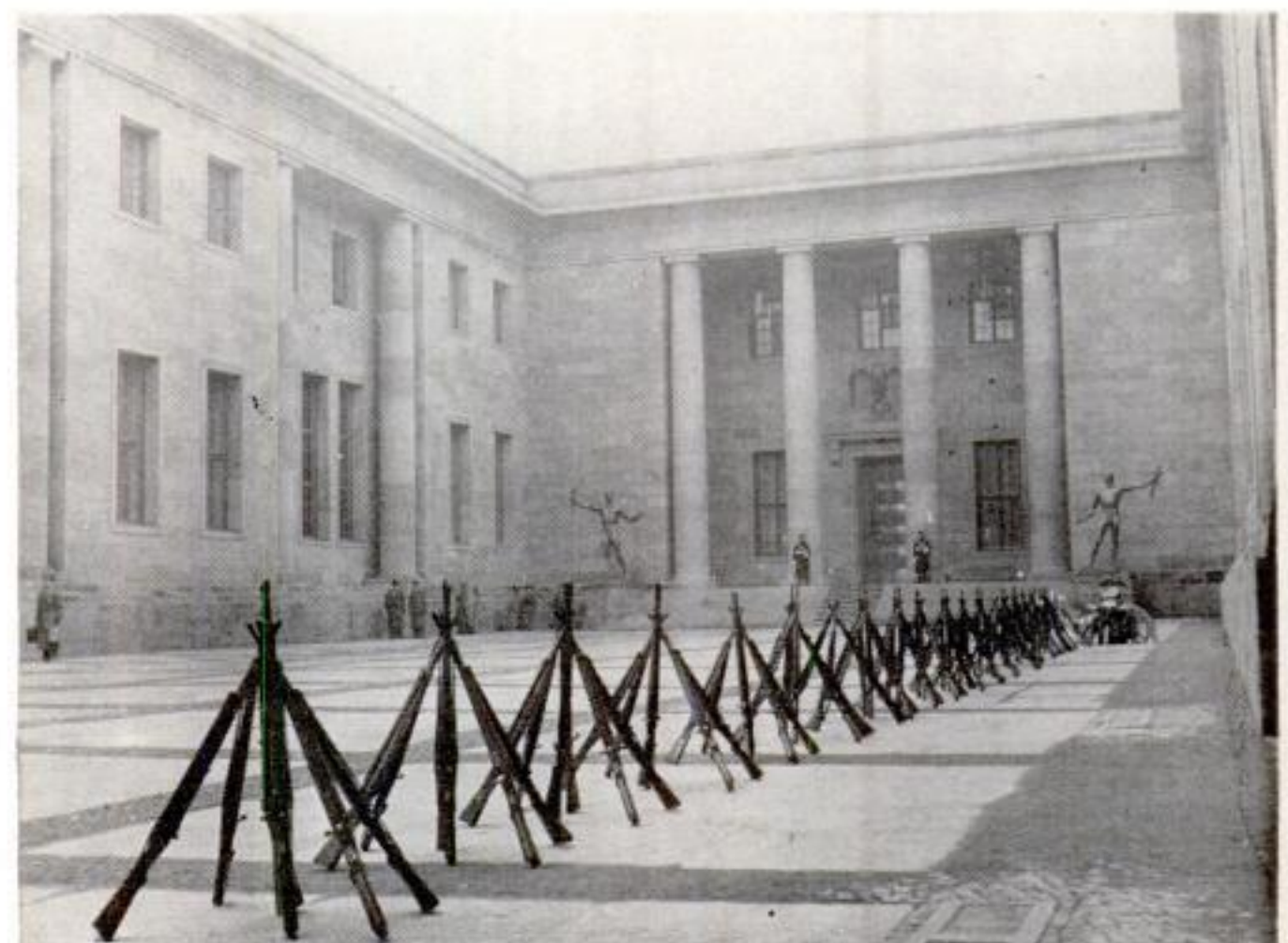
(continued)

## HITLER HELPED DESIGN HIS OWN HOME

Hitler's home, his "Berghof" (mountain house) near Berchtesgaden, is a huge mountain mansion. Designed with Hitler's help, it is an awkward but interesting combination of modern and Bavarian chalet architecture. The rooms, designed and decorated with Hitler's active collaboration, are the comfortable kind of rooms a man likes, furnished in simple, semi-modern, sometimes dramatic style. The furnishings are in very good taste, fashioned of rich materials and fine woods by the best craftsmen in the Reich. They suggest that in a more settled Germany, Adolf Hitler might have done quite well as an interior decorator.



Hitler's home, the Berghof, sits below a snow-topped mountain. Somewhere above it, on a wooded crag, he has built a super-private eyrie where he goes to brood.



Hitler's office in Berlin is in the new Reich Chancellery. Its style of architecture is the modernized classic that Hitler likes. These guns are stacked in the main court.





**Berchtesgaden's Great Hall** is 74 ft. long, 18 ft. high. On its walls, Hitler has hung paintings of his personal choice from German museums. Over the mantel is a second-rate Italian Renaissance Madonna. Like other Nazi leaders, Hitler likes pictures of nudes and ruins.

**The main stairway** (*below*) is a striking bit of modern architecture. Its contrasting lights and darks, its rounded arches give a dramatic quality Hitler seems to like in architecture. Also modern is the figure of the worker at the right, symbolically holding a sword and hammer.







From the Great Hall, the steps at the left lead up into a sitting room. Hung on the wall is a fine 17th Century Gobelin tapestry, whose colors are repeated in the room's furnishings.



A portrait of Count Karl von Moltke hangs over the fireplace in Hitler's sanctum. He was the great Prussian 19th Century military strategist, uncle of the World War Von Moltke.



Hitler's private sanctum was designed by the Führer in simple, almost severe style. This end of the room is opposite

the fireplace shown at top right. The portrait over Hitler's desk is his father, Alois, a petty Austrian customs official.

The telephone on the desk is on a private line always kept open to Berlin. Under reading glass is *Andrees Hand Atlas*.

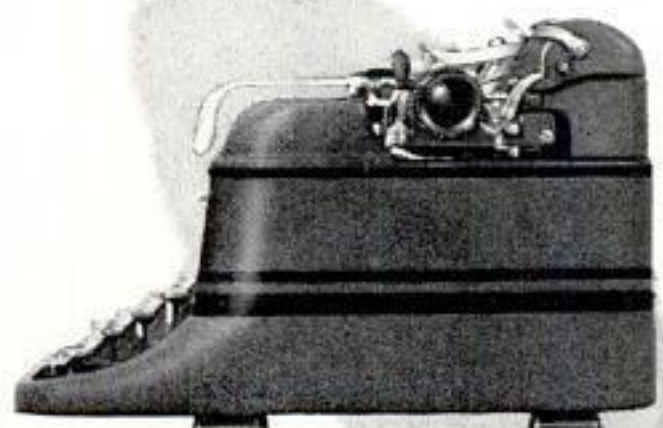


... a sensational triumph of typewriter design  
 ... an executive's ideal of economy and efficiency  
 ... a secretary's dream come true!



**SUPERBLY DESIGNED FROM EVERY ANGLE**  
 Yet there's more to the new L C Smith than its modern appearance. There are many new typing aids . . . the new Automatic Margin Set...not a gadget, but a simpler, easier way to set margins.

**FAST, EFFICIENT... MORE COMPLETE THAN EVER!** Other features of the 1940 Super-Speed model are the new Type Bar Segment Lock . . . new Line Space Indicator . . . new Card Holder . . . new Overhead Bail . . . new Touch Selector and improved Tabulator Mechanism.



Tomorrow's typewriter—today! A step beyond all others in modern, efficient designing . . . a step ahead in mechanical refinements and typing aids.

Yet, basically this new model retains all the sound, trustworthy principles which have made the Super-Speed L C Smith the choice of exacting operators and successful business executives everywhere.

THE NEW 1940 *Super-Speed*  
**L C SMITH**





## TEXAS GLAMOR GIRLS ARE RODEO STARS

The rodeo, beginning as a pleasant afternoon diversion for exhibitionist cowboys, is rapidly becoming big business. Each little Western city ambitious for the tourist trade has its own rodeo, and old cow-towns like Cheyenne and Fort Worth now enjoy their greatest fame as amusement centers. In Texas rodeos are put on at night under floodlights, with swing bands. Biggest rodeo of all is the one which comes every autumn to Madison Square Garden, where its 26-day run is the longest of any Garden attraction.

One thing the rodeo has never had is sex appeal. Cowgirls, though glamorous in fiction, run to leathery faces, legs like antique chairs and uncouth voices. But this year the Rodeo is different. Up from Texas to the Garden Rodeo have come the "Brenda Fraziers of the West," shown above in a chuck wagon (food cart)—seven pretty girls in bright-colored shirts and breeches, with figures cute enough to make hard-boiled New York sportswriters turn lyrical. At home they are not cowgirls, but ranch owners and ranch debutantes. In New York, although their exhibition-riding act is not really very good, they were immediately popular, marched in triumph up Fifth Avenue, were received by Mayor LaGuardia.

Real hero of the Rodeo, strangely enough, is a cowboy named Paul Carney, representing the Montauk Dude Ranch on Long Island. No rider on the Western plains is better than he. Last week, when the Rodeo was half over, he had a 2,000-point lead, was almost certain of winning the world's cowboy championship.

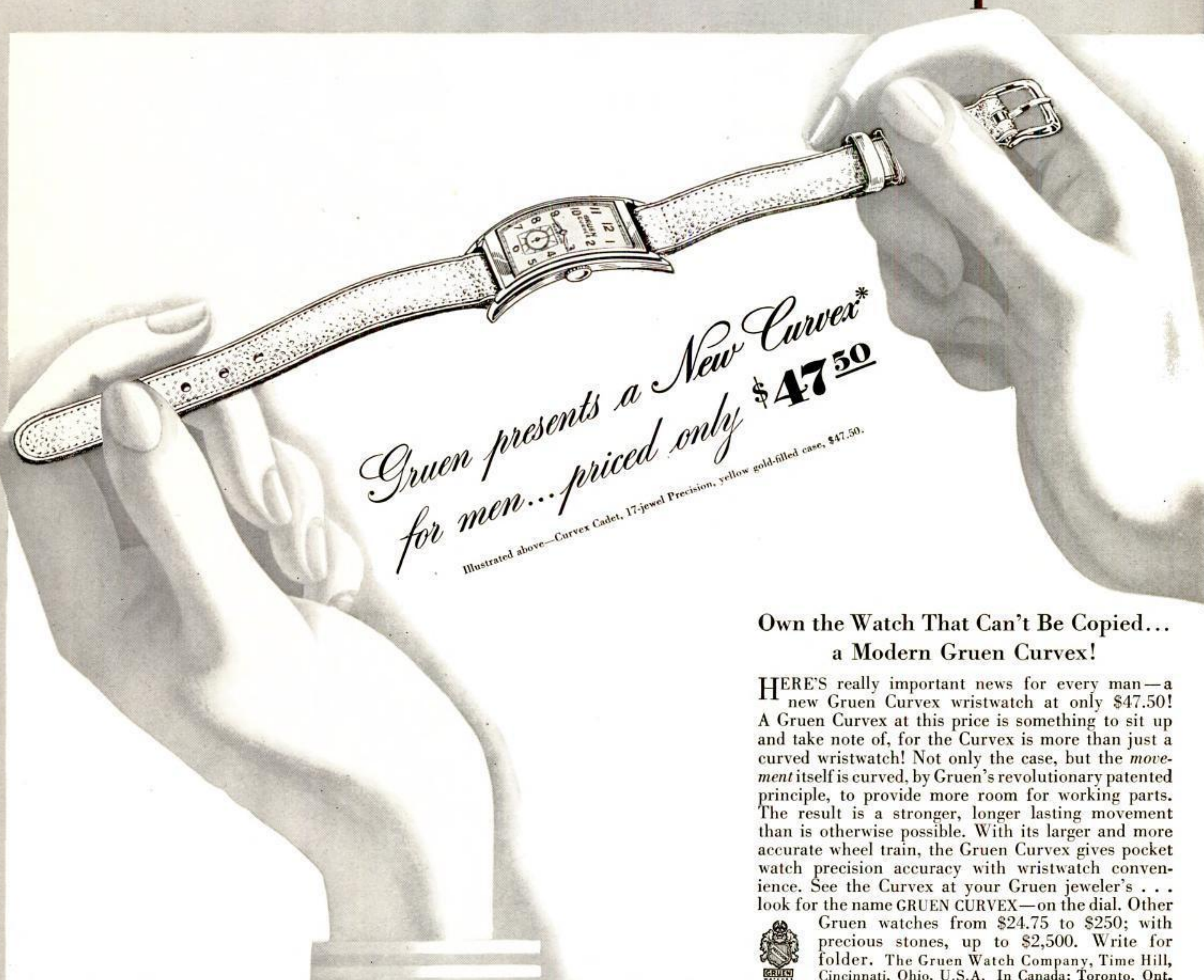


Opening number of Rodeo in Madison Square Garden is grand march, featuring 100 cowboys, 30 cowgirls, 130 horses, two clowns, a pretty drum majorette, a band and the American flag.

CONTINUED ON PAGE 62



# A famous watch at a new low price!



*Gruen presents a New Curvex\*  
for men...priced only \$47.50*

Illustrated above—Curvex Cadet, 17-jewel Precision, yellow gold-filled case, \$47.50.

## Own the Watch That Can't Be Copied... a Modern Gruen Curvex!

HERE'S really important news for every man—a new Gruen Curvex wristwatch at only \$47.50! A Gruen Curvex at this price is something to sit up and take note of, for the Curvex is more than just a curved wristwatch! Not only the case, but the *movement* itself is curved, by Gruen's revolutionary patented principle, to provide more room for working parts. The result is a stronger, longer lasting movement than is otherwise possible. With its larger and more accurate wheel train, the Gruen Curvex gives pocket watch precision accuracy with wristwatch convenience. See the Curvex at your Gruen jeweler's . . . look for the name GRUEN CURVEX—on the dial. Other



Gruen watches from \$24.75 to \$250; with precious stones, up to \$2,500. Write for folder. The Gruen Watch Company, Time Hill, Cincinnati, Ohio, U.S.A. In Canada: Toronto, Ont.

### WHY A CURVED WATCH SHOULD HAVE A CURVED MOVEMENT



Patented, full-size movement curves with the case, making possible pocket-watch accuracy, ruggedness and long life.

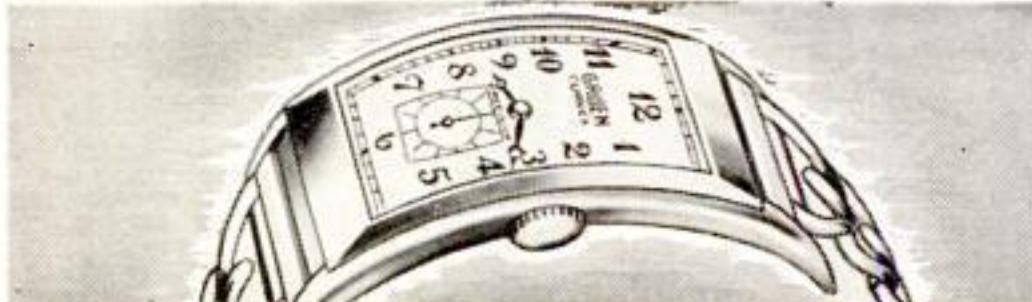


An ordinary flat movement reduced in size and ruggedness to fit inside a curved case.

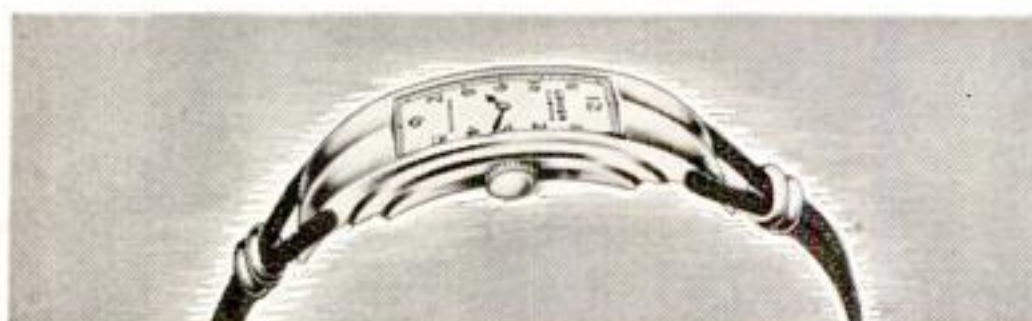
\*Reg. U.S. Pat. Office  
Patented U.S. Patent Nos. 1855952, Re. 20480  
Canadian Patent No. 370997  
Copyright 1936 by The Gruen Watch Co.



CURVEX DUKE, 17-jewel Precision movement, yellow gold-filled case . . \$50.  
With 14kt. yellow gold case . . . . . \$87.50.



CURVEX ENSIGN, 17-jewel Precision movement, yellow gold-filled case, \$59.50.



Lady's CURVEX COUNTESS, 17-jewel Precision movement, yellow or white gold-filled case . . . . . \$42.50.

## GRUEN *Curvex*\*



CURVEX BARON, 17-jewel Precision movement, yellow gold-filled case, \$59.50.  
With 14kt. yellow gold case . . . . . \$87.50.



Lady's CURVEX DUCHESS, 17-jewel Precision movement, yellow or white gold-filled case . . . . . \$49.75.

GIFTS FROM YOUR JEWELER ARE GIFTS AT THEIR BEST

Copyright 1939, The Gruen Watch Co.





## ...WONDERFULLY DIFFERENT FROM OTHER LOW-PRICED FOOD MIXERS!

With KitchenAid... you don't have to stand and scrape down the sides of bowl... or turn the bowl... to assist mixtures *to the beaters*. KitchenAid's sturdy Flat Beater completely covers stationary bowl in a super-thorough-mixing "PLANETARY ACTION" all its own. Like the earth's movement about the sun, Beater *travels* round and round in one direction, while *turning* on its own axis in the opposite.

... You don't have to use mixer for lighter tasks only. KitchenAid "mixes everything," up to a bowlful of stiff cookie dough, smoothly and steadily.

... You don't have to change bowls. Crystal-clear Bowl is shaped to handle as little as



### "SPEED GUIDE"

New simplified SPEED GUIDE, on top of handle, clearly indicates correct speed for mixing bowl and attachment operations.

one egg-white. (Beater creams butter and sugar by "hand-rubbing" action against curved sides of bowl.)

... You don't have to guess about speeds. FOUR exact speeds, and the SPEED GUIDE, give you a correct, STEADY speed for each mixing bowl or attachment operation.

... You don't have to stand over a hot stove and hold a running motor and beaters. KitchenAid "Planetary Action" completes all mixing swiftly, in its heavy, heat-retaining bowl.

... You don't have to buy an extra "power adapter" to operate any KitchenAid Attachment. The Power Unit is built in.

... You DO have to use this new "Kay 3" KitchenAid to learn how *completely* and easily and quietly it does ALL of a mixer's work—how much time and labor it saves you—what fine results you can achieve! See it now AT APPLIANCE DEALERS.

### GRIND IT FRESH!

Thousands now enjoy finer, fresher flavor in every cup of coffee—and save money on every pound. Coffee in the bean retains its highly evaporative flavor longer. Grind it as you make it, in correct grade of grind for your method. That makes a difference, too!

KITCHENAID Electric COFFEE MILL\*

\$9.75 IN U.S.A.



### \* A HOBART FOOD SERVICE MACHINE

Made and guaranteed by Hobart: Leading Manufacturer of Electric Food Service Machines for Food Stores, Bakeries, Commercial and Institutional Kitchens. Experienced Salesmen write Sales Manager.

The Hobart Mfg. Co., 1710 Penn, Troy, Ohio  
☐ Please mail literature on new model "Kay 3" KitchenAid at \$29.95.  
☐ Information on KitchenAid Coffee Mill at \$9.75.

Name \_\_\_\_\_

Address \_\_\_\_\_

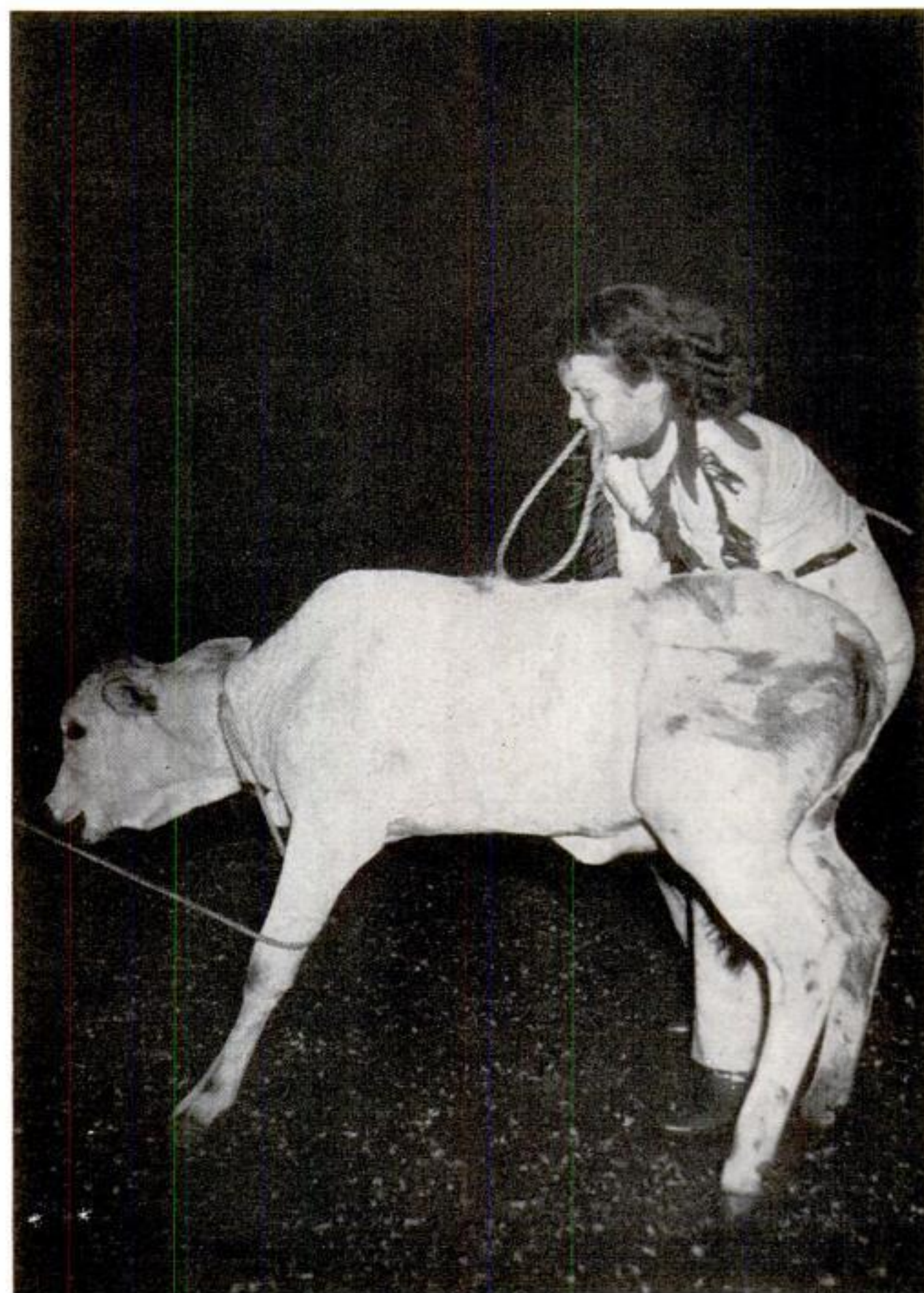
City & State \_\_\_\_\_

YOU MAY ORDER DIRECT BY SENDING CHECK WITH THIS COUPON

## Rodeo (continued)



Swinging the lariat, getting ready to rope a calf, is pretty 17-year-old Sydna Yokley. Sydna lives in Canadian, Tex., where she is part-owner of the Lazy-L ranch.



When the calf is roped, Sydna grabs his legs and tries to throw him. In her mouth she is holding the "piggin" string, which will soon be used to tie the calf's legs.



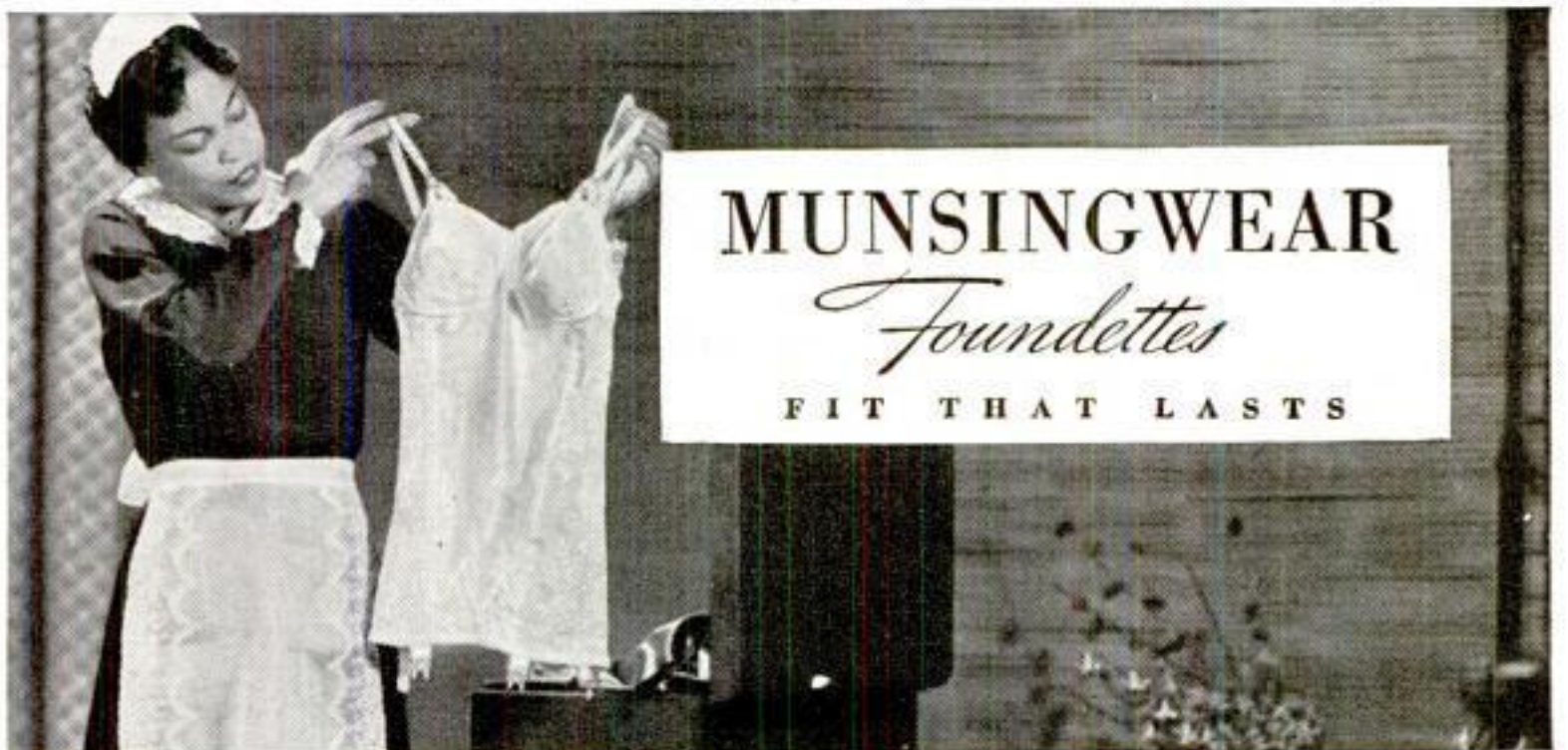
## From Syracuse to Cinema



Nightly, Marcy Wescott's husky-sweet song stopped the show at last season's "The Boys from Syracuse" and at "Féfé's Monte Carlo" where she sang for supper. Now she's doing it again, to Rodgers and Hart music, in George Abbott's new Broadway show, "Too Many Girls."



"Choose for deck tennis"...and Miss Wescott has a game going on her terrace. Even off stage, she plays to the gallery with plenty of figure-appeal...yet her action is carefree as a ten-year-old's. She wears Munsingwear Foundettes because these foundation garments team control with comfort!



What does it? Munsingwear puts **3-Way Control** in Foundettes. (1) *Roundabout Stretch* for molding the figure, (2) *Vertical Stretch* for freedom, (3) *Posture Control* for minimizing figure-faults. In full-lengths, pantie-girdles, girdles...knit or woven with "Lastex" yarn. At better stores.

Saks Fifth Avenue Original Costumes.

Munsingwear, Inc., Minneapolis, New York, Chicago



The calf is hog-tied by fastening the "piggin" string tight around both his rear legs and one front leg. The calf weighs almost 200 lb., Sydna weighs only 105.



Up again goes Sydna. She is a good showman and has roped and tied a calf in as little as 22 $\frac{3}{4}$  sec. Last March, at Fort Worth, she performed before Mrs. Roosevelt.



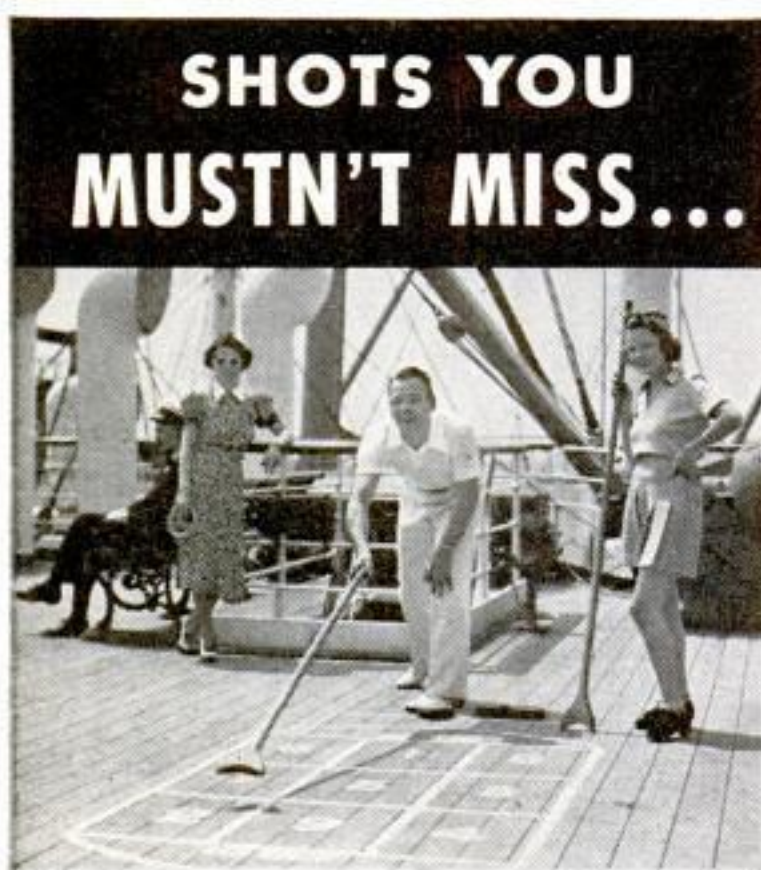


**WATCH OUT, MOTHER!** If that knife slips, the goblins may not get you but germs might! After the hurt is properly treated, Band-Aid will help protect it . . . help keep dirt out. For Band-Aid is a neat,

ready-made adhesive bandage. Stick it on . . . and it stays on—even on hard-to-bandage surfaces. Get *genuine Band-Aid*. Made only by Johnson & Johnson. Look for the red cross on the package.



**Johnson & Johnson**  
**BAND-AID**  
REG. U. S. PAT. OFF.  
**ADHESIVE BANDAGES**



**SHOTS YOU MUSTN'T MISS...**

**the opportunity may never come again!**

At times like this, don't just "hope" for good results. You'll lose many treasured pictures . . . especially when shooting in unfamiliar surroundings. Be sure of every picture by using a WESTON Exposure Meter . . . no matter what type of camera or film you are using. This tiny device tells you just how to set your camera for perfect results . . . whether you're in deep shaded woods, on board ship, or in brilliant tropic light. No effort to carry, for it fits right in the pocket. Inexpensive, too, and gives years of service. See the WESTON at dealers, or write today for literature. Weston Electrical Instrument Corporation, 630 Frelinghuysen Avenue, Newark, New Jersey.



**BEST FOODS**  
**MUSTARD**  
WITH  
**HORSERADISH**



**Puts more "wow" in the flavor of SPARERIBS!**



In fact, serve Best Foods Mustard-with-Horseradish wherever you formerly used ordinary mustard. See how exciting it tastes! Inexpensive, too! Why not try it for a change? All good food stores now have this thrilling new kind of mustard.



## SPORTS



Straining and pushing, the Chicago team starts a "scrum." This happens after an off-side or a penalty. The two teams line up opposite each other, and the ball, slight-

## HOLLYWOOD BEATS CHICAGO FOR NATIONAL RUGBY CHAMPIONSHIP

In England, rugby is a gentleman's football game. Unlike soccer, it is generally played in the privacy of exclusive schools like Oxford and Cambridge, Eton and Harrow. Most extraordinary aspect of play, shown in these pictures, is the "scrum," in which the teams lock shoulders in a sort of huddle over the ball and push each other. The side which gets the ball starts off for the goal, uttering odd cries of "Sell the dummy" and "feet, feet."

Stronghold of rugby interest in the U. S. has long been California. In fact, before the last War, rugby was the only football played in colleges there. On Oct. 8, in Chicago, a Chicago team dared challenge the supremacy of the best of the California rugby teams, Victor McLaglen's Light Horse Club of Hollywood. The game was rough and tough. In the end, however, Hollywood was too good, won the game and the National Championship, 13-11.

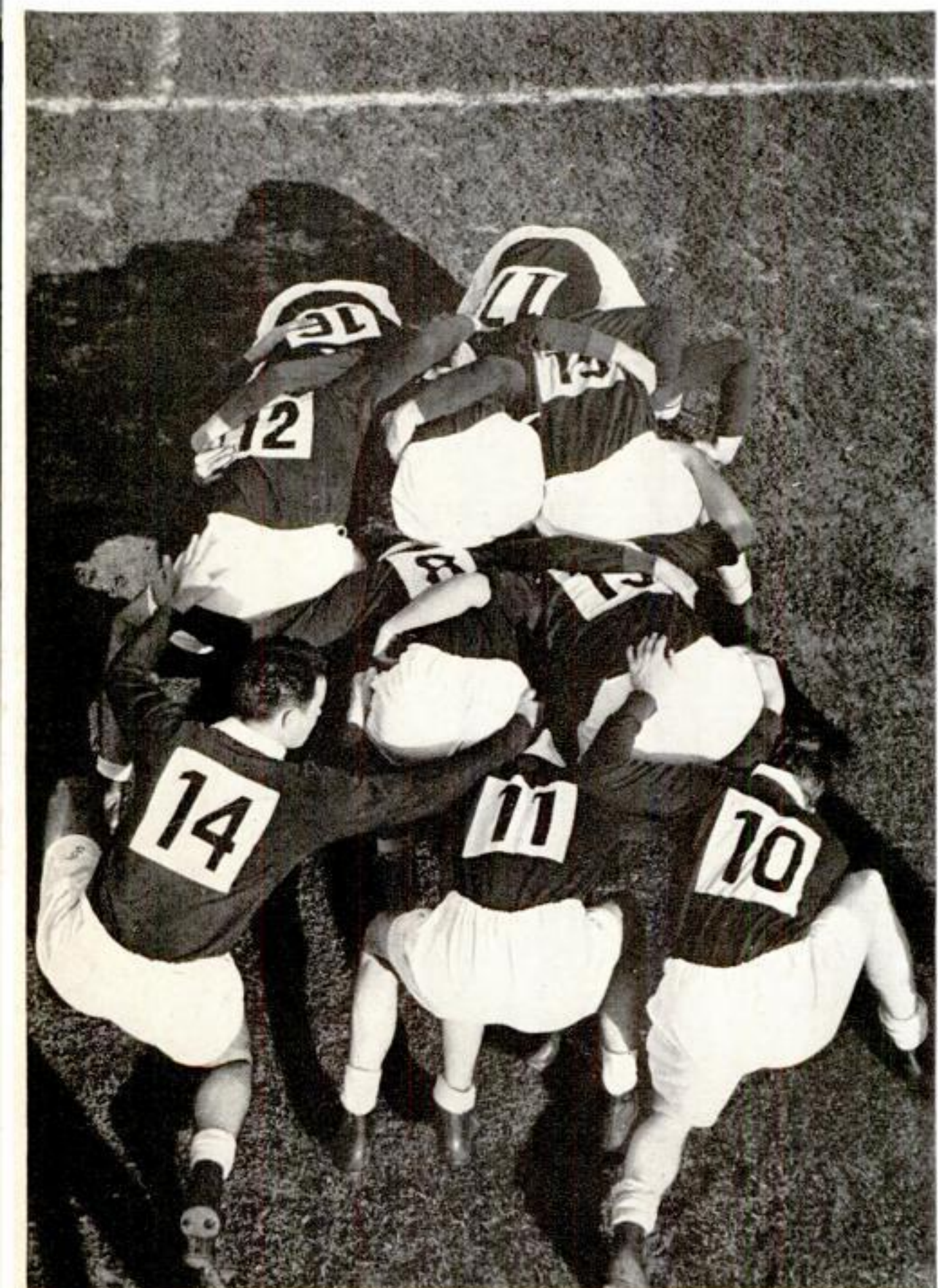


A scrum half is like a quarterback in football. He gets the ball from the hooker in a scrum, passes to another back, who may run, kick, or pass the ball laterally.



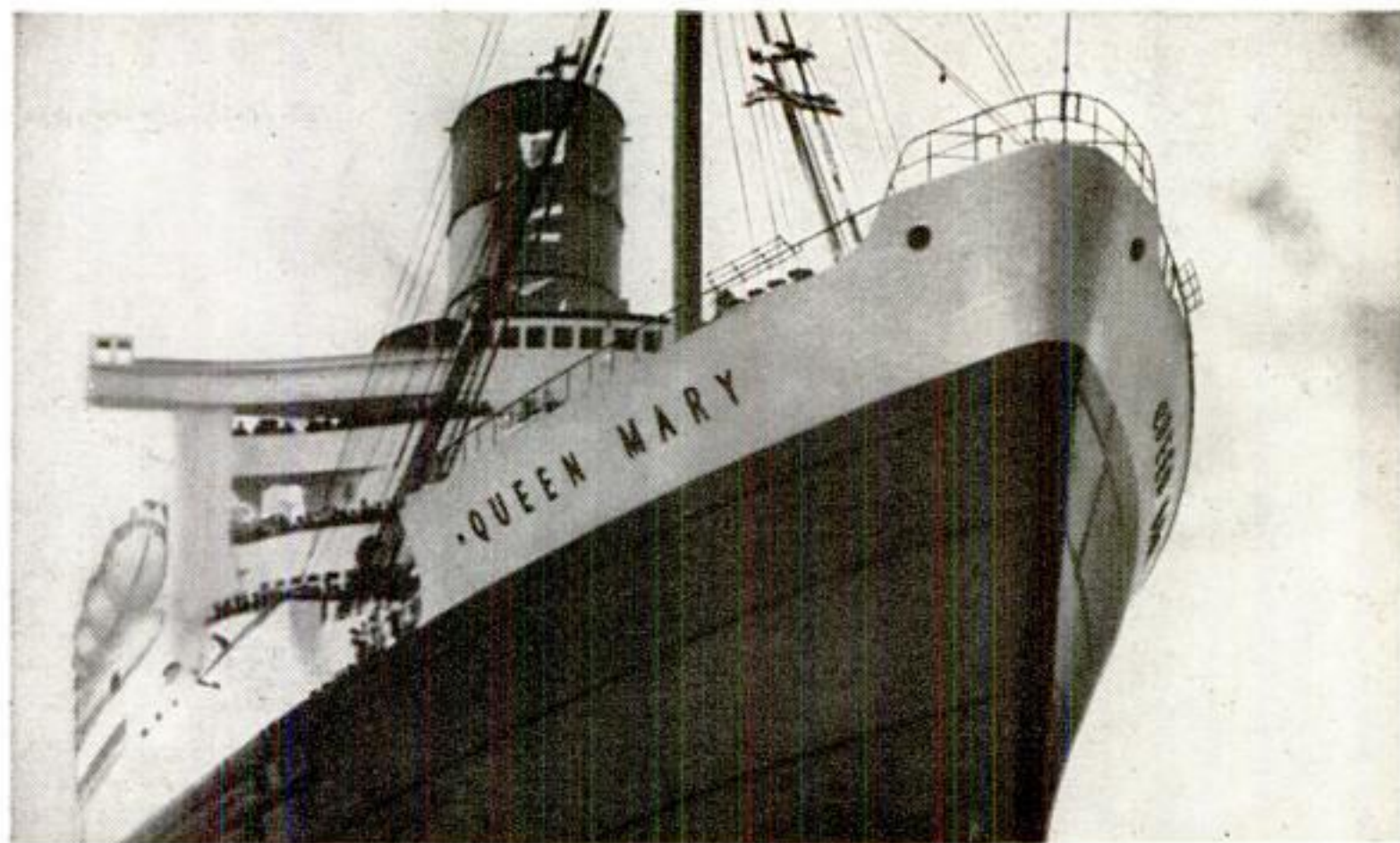


ly bigger than a football, is placed between them. The "hooker," center man in the scrum, tries to hook the ball with his foot, pass it back to a waiting scrum half.



**Scrum consists of** seven or eight men, may push and shove for a minute before breaking up. Ruggers wear short pants, no pads. Game is nearly as rough as football.

CONTINUED ON NEXT PAGE



**DOWN THE CLYDE**, past Glasgow, have come, perhaps, more famous ships than have sailed any other river in the world. And on practically all of these, world-travellers have enjoyed another famous Scottish contribution—rich, flavourful **JOHNNIE WALKER!**



**AS TYPICALLY SCOTCH** as the famous Firth of Clyde, **JOHNNIE WALKER** has been borne on these ships to the remotest spots of the Seven Seas and the Five Continents—a tribute to its unrivalled taste.



**IN YOUR EASY CHAIR** you can sample the heart of Scotland in every flavourful sip. There's no finer whisky than Scotch, and **JOHNNIE WALKER** is Scotch at its smooth, mellow best. Among the world's great Scotches, **JOHNNIE WALKER** sets the pace!

Red Label, 8 years old • Black Label, 12 years old • Both 86.8 proof  
CANADA DRY GINGER ALE, INC., NEW YORK, N. Y., SOLE DISTRIBUTORS  
OF JOHNNIE WALKER BLENDED SCOTCH WHISKY





"He's the kind  
of little brother I like!"



**You're in**—as soon as you start to hand out the Ritz! Folks go for these golden tempters as though they'd missed their last meal. For Ritz is something deliciously *different* in crackers. It has a nut-like flavor that's unique—a crunchy-crispness that's *sealed in* by a special baking process. No wonder Ritz has become the most popular—the largest selling cracker in America! To please *all* of the people *all* of the time, order Ritz from your dealer today! Ritz comes to you *fresh*—and *stays fresh* 'til the last one is eaten!



A PRODUCT OF NATIONAL BISCUIT COMPANY

## National Rugby Championship



Kicking is most important part of rugby. A drop kick (generally made when player is running at full speed) counts 4. Touchdown is 3, conversion after touchdown 2.



Jay Berwanger, one of University of Chicago's greatest footballers, is tackled by Bob Childs, who once played for Yale. Flying tackles are legal but blocking is not.



This is called a "loose scrum" or a "pack dribble." Eight forwards run together, dribbling the ball back and forth. In rugby, there are no substitutions or time-outs.



# "WE WANT NAMES!"



★ ★ **HURRY!** ★ ★

**\$5,000.00**

**FIRST PRIZE**

FOR NAMING THESE TWIN PUPPIES!

2ND: \$500.00—3RD: \$100.00

50 prizes of \$10.00 and

80 prizes of \$5.00

Send names in before November 5th

● Can you resist their plea? These twin wire-haired puppies have no names—they're asking you for help. Your suggestion may win you \$5,000.00 first prize for the best pair of names for them. 132 other cash prizes, too. Enter as many times as you wish!

Already names are probably coming to your mind thick and fast. Jot them down. Then fill in the entry blank shown here with the names you like best. Enclose one PARD label for each pair of names you send in. Extra blanks are available at your dealer's. Simple, isn't it?—And fun!

## TIPS ON HOW TO WIN

Facts to remember! These lovable "brother and sister" twins are white with tan-and-black markings—about 5 weeks old in this photo. Their home is Swift's Research Kennels where they and their family for 4 generations have been raised on PARD exclusively. Through all that time, nutritionally-balanced PARD has kept them in top condition. Theirs is one of the finest health records of any dog family in America!

## OFFICIAL RULES—Please read every word

- Names must be submitted on an official entry blank.
- Names must be submitted in pairs—one name for each puppy. For each pair of names entered, attach one label (or a reasonably exact facsimile) from a can of Pard dog food.
- Names for the twin wire-haired puppies will be judged in pairs on the basis of their originality, uniqueness, and aptness.
- Prizes for the best pairs of names will be awarded as follows: First prize, \$5,000.00 in cash; Second prize, \$500.00 in cash; Third prize, \$100.00 in cash; 50 prizes of \$10.00 each; 80 prizes of \$5.00 each. In case of tie, duplicate awards will be made.
- Contest closes midnight, Nov. 5, 1939. No entry postmarked after this date will be eligible for an award.
- This contest will be subject to all national, state, and local laws and regulations. Employees of Swift & Company, their families, and their advertising agents cannot compete.
- The decisions of the judges will be final. No entries will be returned or acknowledged. All entries will become the property of Swift & Company.
- Winners will be notified as soon as possible after the close of the contest. Major winners will be announced in these magazines: Life, This Week, and American Home.

## FILL OUT THIS OFFICIAL ENTRY BLANK NOW!

### PARD "TWIN PUPPY-NAMING" CONTEST

Swift & Company, 1791 Howard St., Chicago

Gentlemen: I suggest the following pair (or pairs) of names for the twin wire-haired fox terrier puppies. (I attach one label from a can of Pard dog food for each pair of names submitted.)

AND	
("BOY" TWIN)	("GIRL" TWIN)
AND	
("BOY" TWIN)	("GIRL" TWIN)
AND	
("BOY" TWIN)	("GIRL" TWIN)

My full name.....

My address.....

My dealer's name is.....

My dealer's address is.....

(L-2)



A SWIFT & COMPANY PRODUCT

# PARD

SWIFT'S NUTRITIONALLY BALANCED DOG FOOD

*It's easy* — — nothing to write  
but names for these two pups!

**IMPORTANT!** The names you submit must be on an official entry blank. So use the blank on this page, or get a free blank from this display card in your Pard dealer's store. Takes only a minute to fill out! And don't forget to enclose a Pard label for each pair of names you enter.

Contest closes midnight, November 5, 1939





# How to Solve Your Living Room

# Color Harmony Problem!



Go to Your **Authorized Kroehler Dealer**  
and See the Sensational  
*New Color Harmonizer*

With the new Kroehler Color Harmonizer, proper color selection becomes amazingly easy. You can see your own color selections as they will appear in your living room. It assures the enchanting beauty that only perfect color harmony can produce.

Inspect the latest Kroehler uphol-

stered furniture in the rich new colors. Try its luxurious comfort, too. Remember, it is built with the famed Kroehler 5-Star Construction that is your assurance of lasting durability.

Accept no substitute. Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago, Illinois or Stratford, Ontario, Canada.

## KROEHLER 5-STAR CONSTRUCTION ASSURES LASTING DURABILITY

- ★ Scientifically constructed hardwood frames
- ★ Noncollapsible spring-filled seat cushions
- ★ Only clean, sanitary fillings
- ★ Nonsagging steel web seat underconstruction
- ★ Kroehler quality craftsmanship

## CREATE YOUR COLOR HARMONY AROUND THE LIVING ROOM SUITE

# KROEHLER



This is only one of the 343 color combinations to be seen in the Kroehler Color Harmonizer.  
Illustrated—Kroehler Suite No. 5345 in dark blue—Kroehler Lazy-Rest chair and Ottoman in garnet. All outstanding values.



Look for this label  
under the cushion  
—for your protection

# KROEHLER

FURNITURE

WORLD'S  
LARGEST  
FURNITURE  
MANUFACTURER





FINLAND HAS 65,000 LAKES, WHICH RUSSIAN INVADERS WOULD HAVE A REAL PROBLEM TO CROSS OR SKIRT. HERE GROWS THE TIMBER WHICH IS FINLAND'S WEALTH

LOGS GO FROM LAKE TO LAKE BY CRANE & TRAIN



# FINLAND

## SOVIET RUSSIA CROWDS NATION OF DEMOCRATS

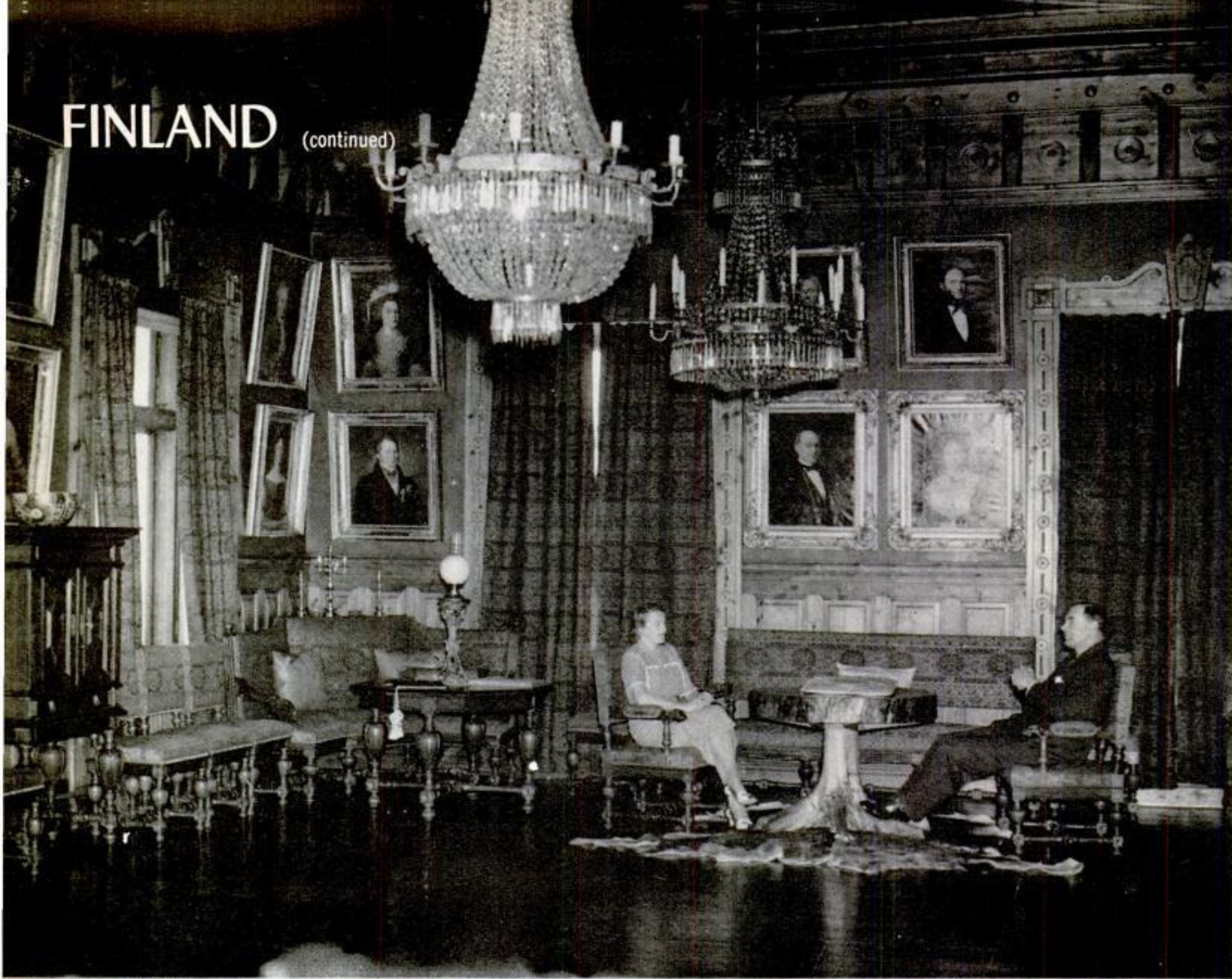
The power of Soviet Russia, expanding along the Baltic Sea, stands uncertain at the borders of little Finland. Last week the Russians wanted to impose on Finland the same "strategic occupation" they had just won from Lithuania, Latvia and Estonia, a control much like that which the U. S. once held over Panama, and Great Britain over Egypt. But the Finns had good grounds for suspecting Russia would not stop at "strategic occupation." They balked, as much as they dared. Moral support came from Sweden, Norway and Denmark and, amazingly, from faraway America. For the U. S. is not only grateful for the picayune sums Finland has paid in as installments on its War debt. It is confident that Finland is one nation in complex Europe that entirely deserves the moral support of fellow democracies.

Finland's 4,000,000 people, spread out among myriad lakes and getting 75% of their export income from timber, have won democracy the hard way. They have fought off Communism and Fascism, though submitted to pressures that make those on Spain seem trivial. For the Finns believe in laws, not in men, and they believe in the Rights of Man. It is small wonder that this admirable young democracy last week got the moral support of the Scandinavian nations and the American democracy.

TIMBER CUTTERS SWING TO WORK THROUGH FORESTS







Finnish aristocrats are mostly Swedes by blood. This one is Baron Ernst Victor Lorentz von Born, married to a gen-

eral's actress-daughter. His fine estate of Horn Bay near Helsinki has belonged to his family for more than 400 years.



Baron von Born's mansion is in Finland's stylistic version of 19th Century North German architecture. The great pre-War land-

## THE FINNS KEPT A DEMOCRACY BY FIGHTING FOR IT

Finland is the one unquestioned democratic success created by the Treaty of Versailles. Its history since the War is an object lesson in democracy under pressure that should be read by the Spaniards, Poles, Rumanians, Serbs. For the Finns were not panicked by either Fascism or Communism; they fought them both off and proved that democratic methods are workable under even the most tragic pressures.

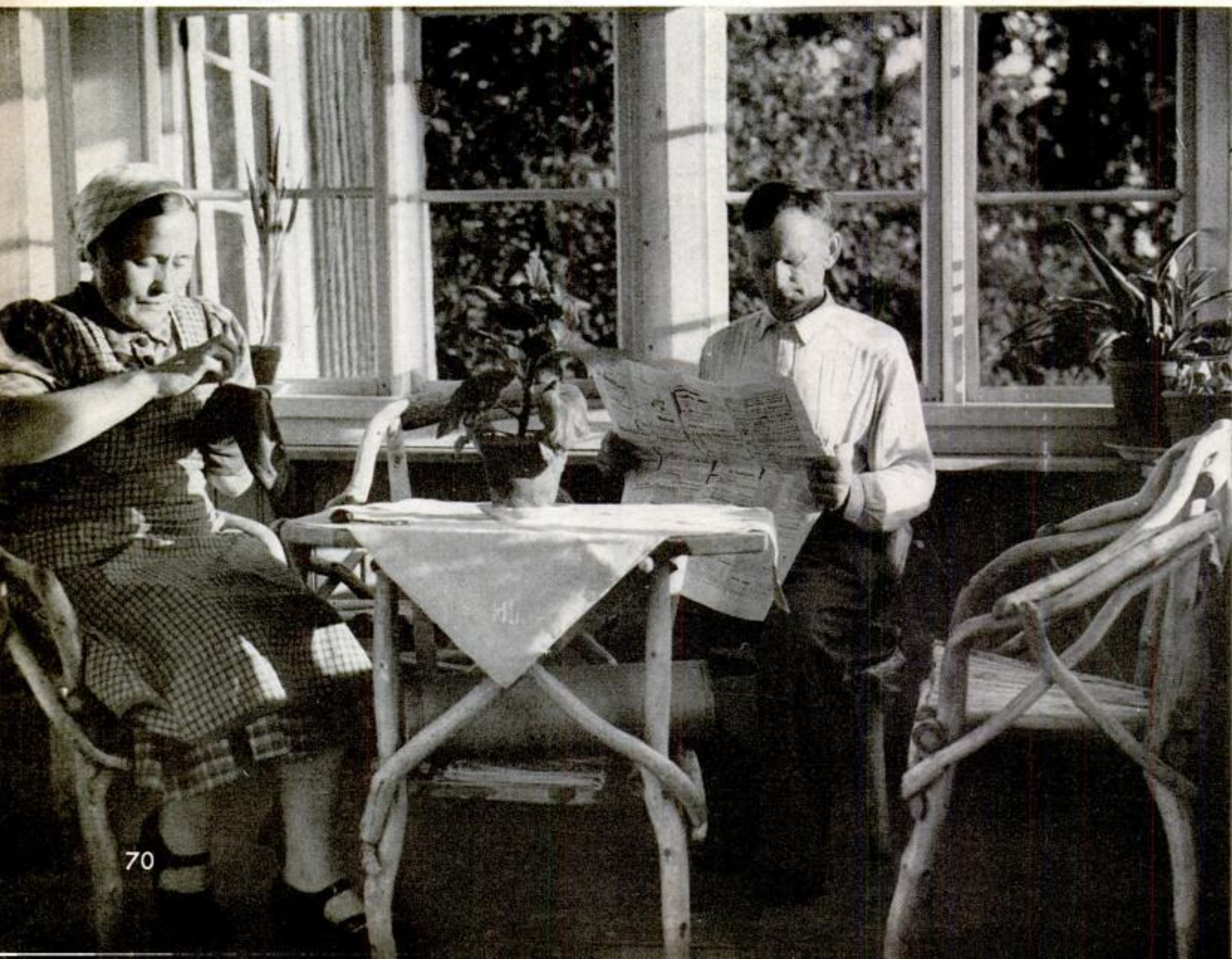
Almost as soon as Finland declared itself free of Bolshevik Russia in 1917, the city proletariat in Finland put on a parody of the Russian Revolution, on the theory that the enemy of the Finns was the same as the enemy of the Russians—the landlords of both. They were backed up by Soviet armies.

They were defeated by a Finnish landlord, Baron Mannerheim (LIFE, Oct. 23) at the head of a White Army, with German help. But, unlike Pilsudski, King Carol or King Alexander, Baron Mannerheim notably declined to become dictator and the Finnish landlords willingly gave up a large part of their estates to the peasants. Today there are 500,000 Finnish landowners supporting probably 2,500,000 people. This backbone of freemen and countrymen was what carried Finland through its subsequent troubles.

For after a decade, city Communists tried to enforce the closed shop on industry and limit admission to the unions to Communists. Communist terrorism

Most Finns are country people. This farmer, Frans Tuomisto, reads his paper on his front porch on Sunday while his

wife mends his son's socks. Notice handmade birch furniture, fashionable in America 40 years ago and again today.



Farmer Tuomisto's house, painted red and white, is built onto the barn like New England houses, because of the long cold win-







owners like the von Borns surprisingly co-operated in the legal division of their great estates among the landless peasants.



The von Borns talk to the daughter of one of their 35 farm workers beside the rusted signal gun on their front porch.

Now 54, von Born is a Swedish Party member of the Finnish Diet and chairman of South Finland Farmers' League.

by 1930 had grown so bad that bourgeois vigilante bands began counter-terrorizing the Communists. The Government, doggedly democratic, continued to maintain the Bill of Rights. When vigilantes demanded that the Communist right to agitate be abrogated, the Government put it to a popular vote. Communists lost and were suppressed.

This victory, however, went to the heads of the Rightists. Two years later they revolted in an attempt to seize the Government. Their revolts failed totally. The ringleaders were tried and jailed under the very laws they had got passed to suppress the Communists. The Premier announced: "Finland, where serfdom never existed and where

one may observe the development of democratic legality for nearly ten centuries, is incapable of submitting to any sort of slavery."

The Finns long ago came from north-central Asia and, along with the related Hungarians and Rumanians, were driven to the edges of the great Mongol and Slav invasions. The sub-families of the Finns include the Karelians, Vepses, Ingrians, Esths, Livs, Muroma, Merians, Cheremisses, Mordvins scattered over the Eastern Hemisphere. The group who came to what is now Finland began raiding the coast of Sweden, until the irritated Swedes came over and conquered them. The democratic spirit of the Swedes and the vigor of the Finns, however,

induced the Swedes to give the Finns equal rights in the election of the King and of the first Diets and in Finland's own university in 1640. In 1581, Finland became a Grand Duchy with considerable self-rule. Finns fought with the great Swedish armies against the Germans and Russians.

The Russians won these wars in 1809 but Czar Alexander I left Finland a Grand Duchy. Later Czars gave it its own currency, its own army and senate. But early in this century Russia reversed itself and tried to crack down on the Finns. It was too late. They had already become a free, stubborn, enlightened people, fond of their steam baths and their sports, their vast fir forests and their lakes.

ters. He has three horses, twelve cows, nine pigs and has three extra rooms for the field hands who help him with the harvest.

A day's work is longer in Finland than anywhere else, because the sun in harvesttime goes down at 11 p.m. Here

Farmer Tuomisto, wife and son turn their backs on vast Kyrosjarvi Lake in western Finland after a day's harvesting.







# FINLAND IS NEW

(continued)

**Heart of Helsinki**, Finland's capital, is South Harbor, frozen from January to April except for one channel. In foreground are Town Hall and Swedish Legation fronting

Market Place. Square behind, with Russian Czar Alexander II's statue, has the University, Great Church and State Council. This city of 300,000 was only a village in 1810.

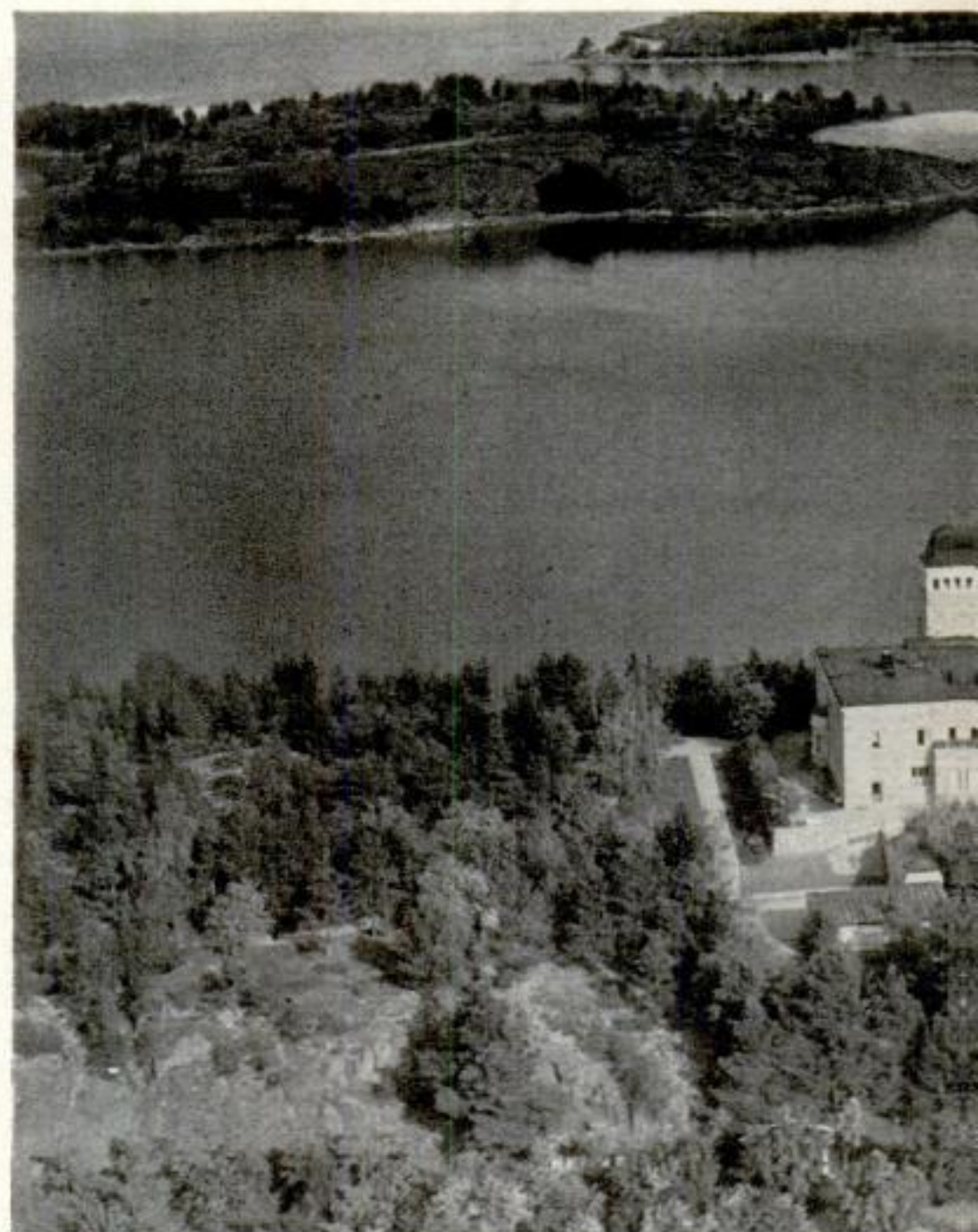


**Olympic Stadium** in Helsinki's Töölö suburb is now being doubled in capacity for 1940 Olympics, which Finland still hopes to give. In the distance are better-class apartment houses. At the

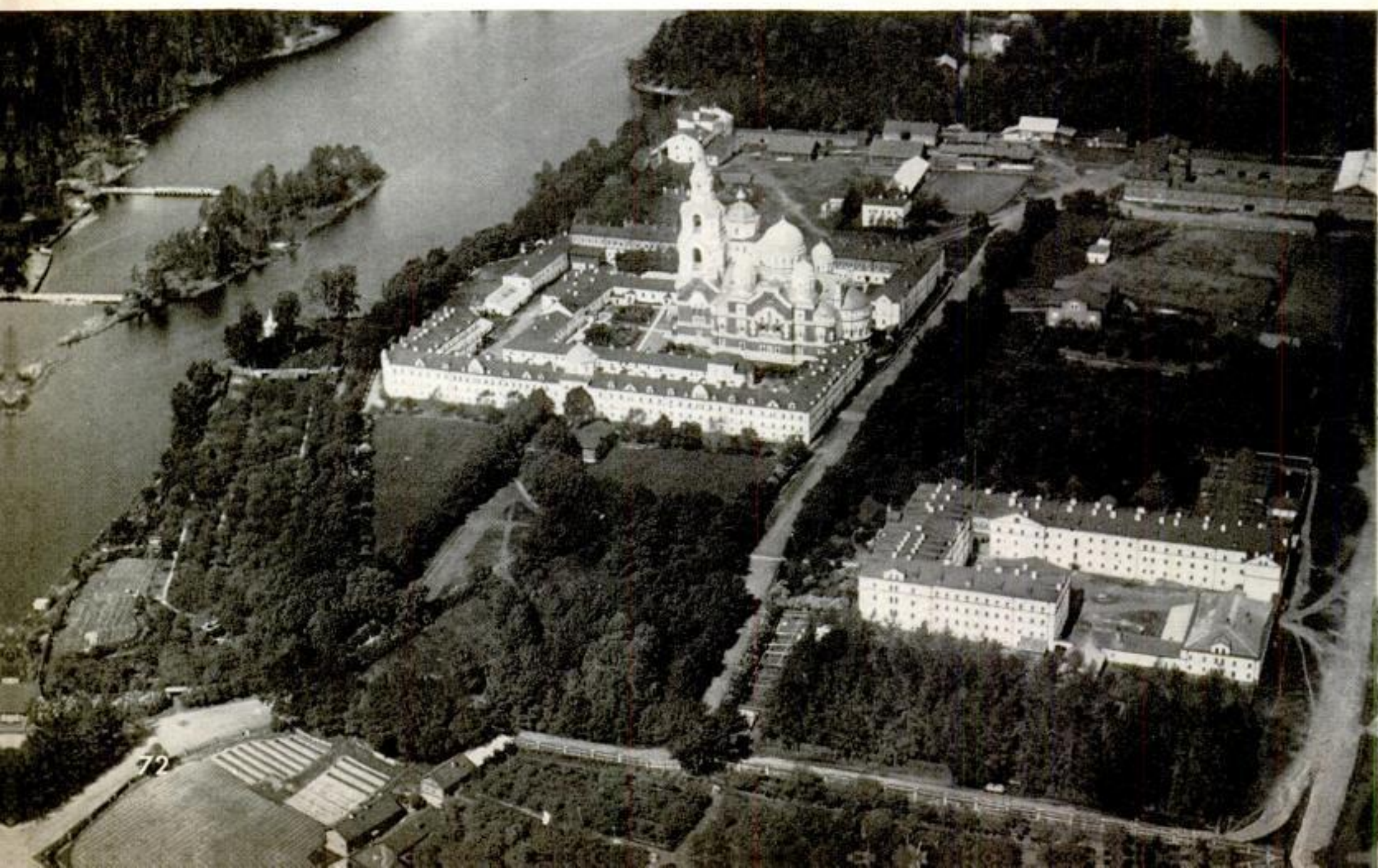


**Finland is modern.** Most of its dozen cities date from less than 100 years ago and many of its buildings have been built since the last War. Shown above is the General Hos-

pital of Helsinki. Below is old forgotten Finland—the 600-year-old Greek Catholic monastery of Valamo on Lake Ladoga. Here live 200 exiled Russians in Byzantine splendor.



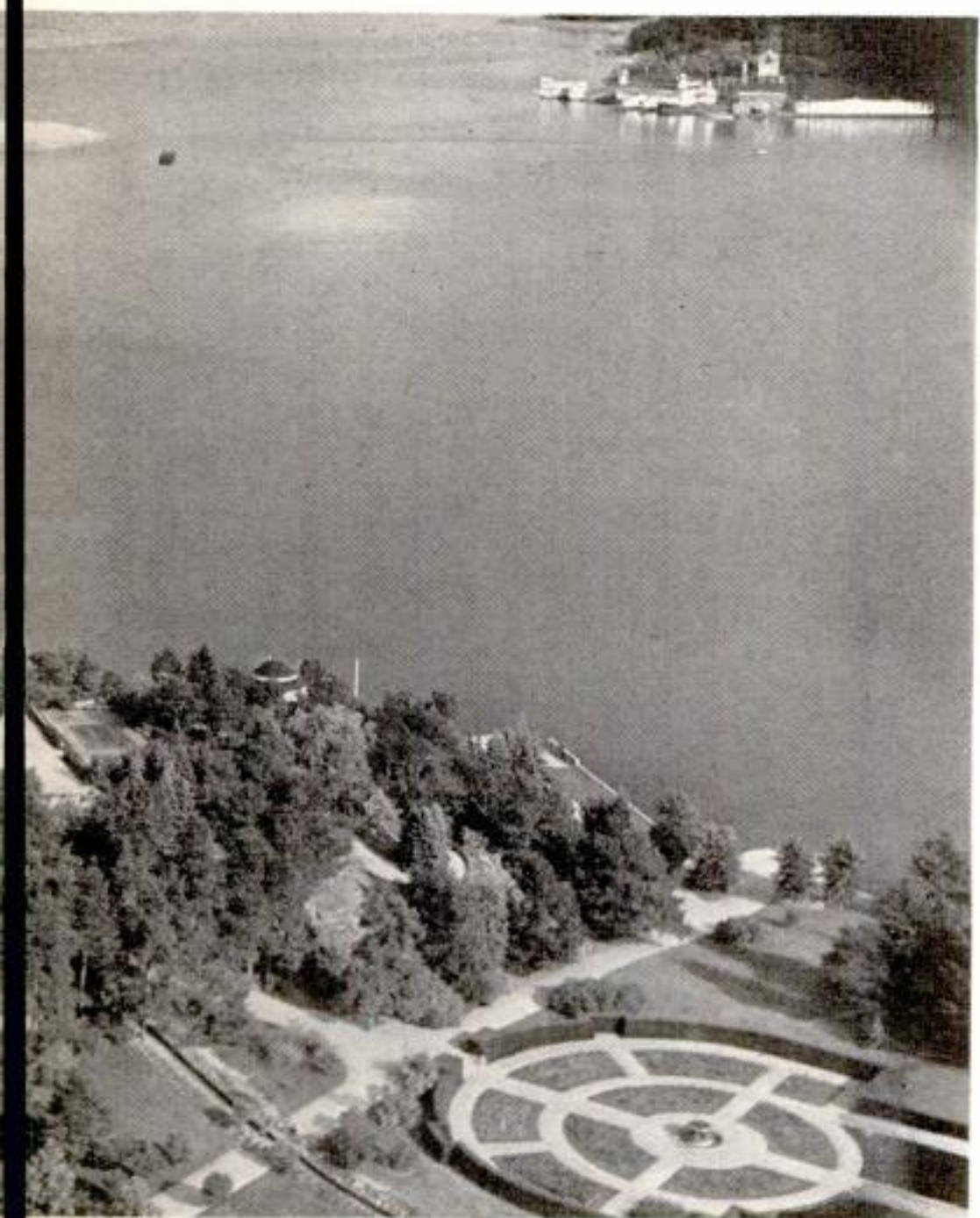
**President's Summer Palace** is on a small island off the western coast of Finland. Across the bay (*upper right*) is the famed resort of Naantali. All this is frozen from December to May.



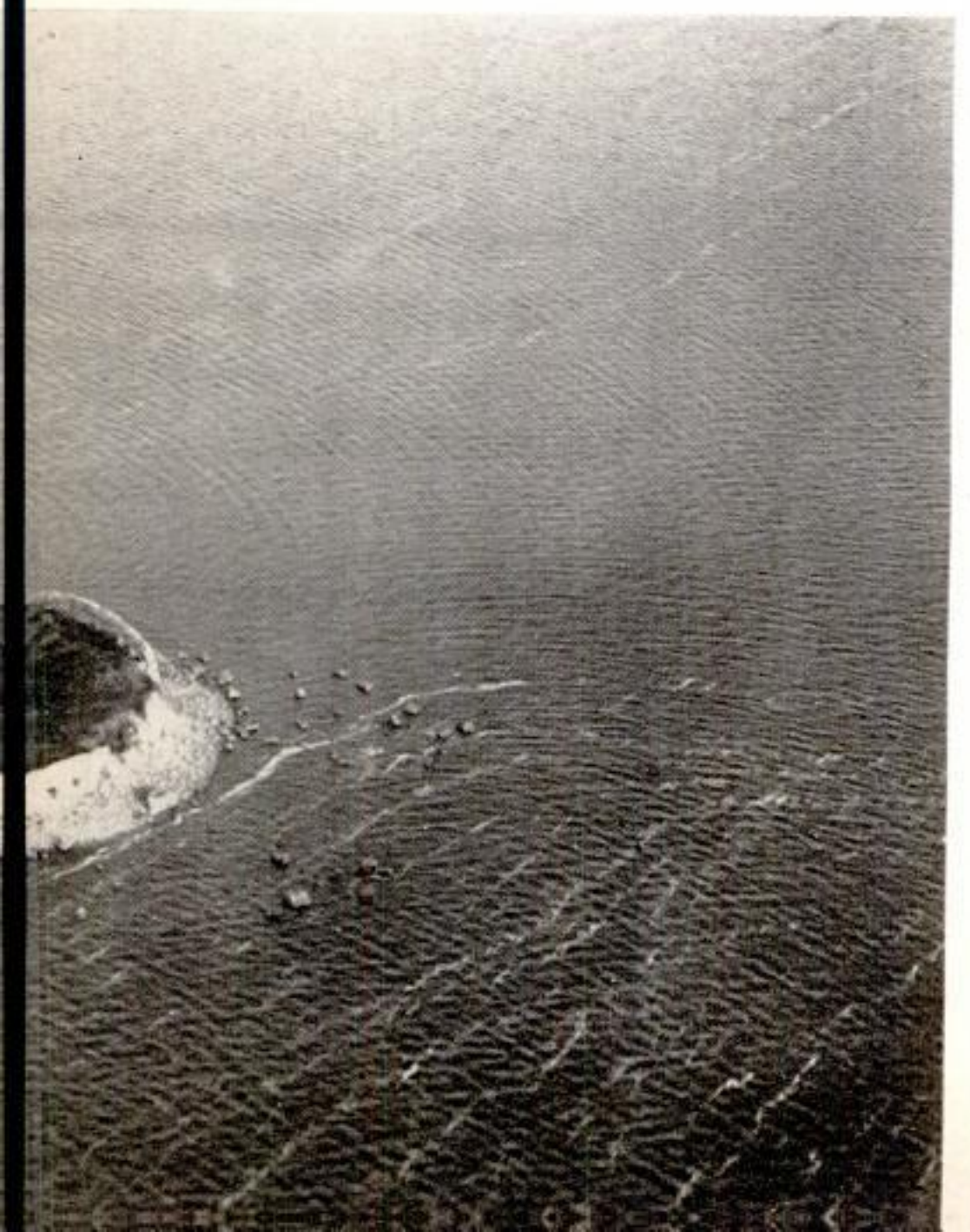




right: students in Finland's crack College of Physical Culture at Vierumäki, 74 miles from Helsinki, climb up this modern-style building to class. Paavo Nurmi has been an instructor here.



Shown below is a demolished fort on an inshore island (Kukou-ri) near the four Gulf of Finland islands Soviet Russia wants to occupy (Suursaari, Lavansaari, Tytärsaari and Seiskari).







FINLAND'S PEASANT PRESIDENT KYÖSTI KALLIO, WHO DRAFTED FINLAND'S GREAT LAND LAW, AND HIS WIFE KAISA

## FINNS LOOK WEST AWAY FROM RUSSIA

Ever since it broke from Russia, Finland has turned its back firmly on the East, on Russia, on Asia, and looked toward England, the U. S., Germany and its fellow-Scandinavians. Now blockaded in the Baltic by Germany, it is hard hit by losing the 44% of its exports that went to England (butter, paper, timber) and the 10% that went to the U. S. (chain-store cheese, ceramics). A lapse back into the Russian fold would seem like doom to the energetic Finns. They are not much more pleased about feeding Germany.

Last week old President Kyösti ("First Peasant") Kallio went to Stockholm to ask the kings of Sweden, Norway and Denmark to help Finland with armed support. They regretfully said no. He looked hopefully farther afield to the U. S. and England, for oddly enough Finland's patron Saint Henry was an Englishman and it was finally converted from paganism by another Englishman. One of the difficulties Finns have in communicating with their foreign friends is that their language is one of the world's most difficult to learn.



Premier Aimo Cajander, schoolteacher's son, famed forestry expert, is a middle-of-the-road Progressive and a Presidential possibility.



Commander in Chief of the Army is Lieut. Gen. Hugo Osterman, 47. He fought in Germany's Finnish Legion in last World War.



Chief of women, the famed Lotta Svärd band of 72,000 women, is Fanni Luukkainen. Picture is of Field Marshal Baron Mannerheim.





"Sugar King," who must import nearly all Finland's sugar, is John Grundstrom. This gloomy face is called the "jolliest in Finland."



Hero of civil wars is Air Defense Chief Lieut.-Gen. Aarne Sihvo, 49, who stood off Bolsheviks in 1918. He runs State rifle factory.



Finland's greatest man is Composer Jean Sibelius (*Valse Triste*, *Swan of Tuonela*) who gave Finns an anthem in his tone poem, *Finlandia*.



FINNS LOVE FLAGS AND EACH DISTRICT HAS ITS OWN.

THESE MILITIAMEN ARE VETERANS OF THE WAR OF INDEPENDENCE

## FINNS MARCH TO DEFEND THEIR FREEDOM

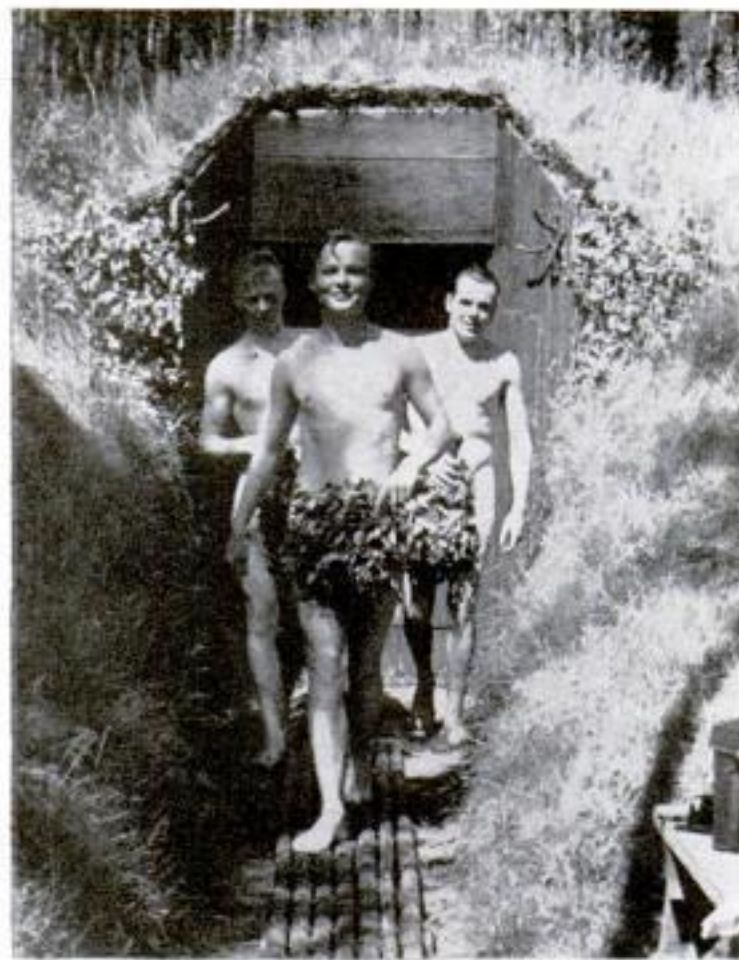
**A**gainst great modern armies, little nations are saved only by terrain. Finland's lakes and vast swamps make an almost impassable barrier to the Russian tanks and armored cars. But in winter they are frozen over, vulnerable to expert ski troops. Furthermore, Finland's coast is long and open. The Finnish Army totals 30,000 in peacetime, 300,000 in wartime, plus 110,000 veteran militiamen. Every man (perhaps a million) would fight and his place at home would be taken by the women of the famed Lotta Svärd organization.

Whole families belong to the various defense organizations. Last summer volunteers dug trenches along the border of Russia where Finland has its only considerable fortifications.

An old grudge the Finns have against the Russians is the Treaty of Dorpat of 1920 by which Russia was to have given semi-autonomy to the Karelians, a people related to the Finns. After a revolt, the Soviets wiped out the Karelian leaders and put in the usual Moscow regime of bureaucrats, soldiers and secret police.



## THE FINNS ARE CLEAN



**The sauna**, or steam bath, is the favorite relaxation of all Finns. These young boys are coming out of an underground steam-house.



**In the steam bath**, Finns love to sit for hours. Here a woman attendant scrubs a boy's back. The switches are used to whip up circulation.



**Steam rises** from the hot stones beneath, on which cold water is poured. Fires underneath keep the stones hot. The Finns are famous in all countries for being able to stand a far hotter steaming than athletes of any other country.

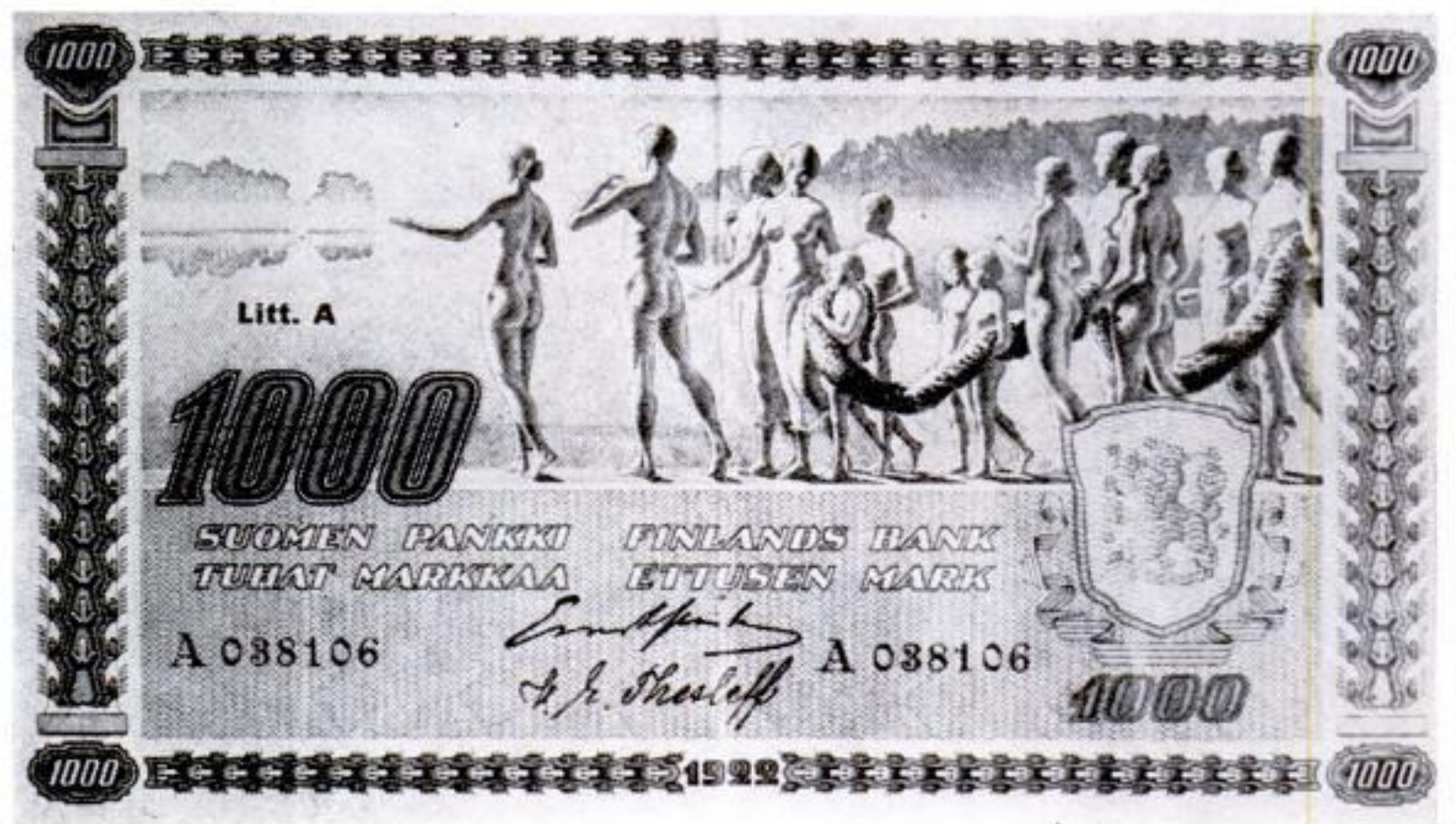
## FINNS ARE HONEST



**He pays U.S.** Sir Risto Ryti, knighted by Britain, is head of Bank of Finland, has Great Cross of White Rose.



**Gold bags** are thrown in window of Bank of Finland without armed guard. Robberies are almost nonexistent.



**The naked athletes** of Finland even march across Finnish money. This is a 1,000-mark bill worth \$20. Suomen Pankki is the Bank of Finland. Except that Finland supports about 160,000 paupers, its economics are currently in fine shape. It sells the U.S. as much as it buys.

## THE FINNS ARE BRAVE



**Sergeant Major Gustav Lindblad** of militia is the owner of a wood-pulp factory. Like Switzerland, Finland has a citizens' army.



**Sergeant Major Risto Hultman** drives a camion. The militia is called the Defense Corps or Civic Guards. All men must fight.



**Sergeant Major Kohonen**, 64, is a carpenter and fought in Finland's bloody War of Independence in 1917-20 against Bolsheviks.



**Max van der Pals**, is a rich-landowner. Three fir sprigs on arm were Finland's insignia before Army had a uniform.





**FINNS ARE RELIGIOUS. THESE MILITIAMEN TAKE  
THEIR OATH OF LOYALTY IN A LUTHERAN CHURCH**





## ADOLESCENT PIMPLES can spoil YOUR girl's or boy's good times...

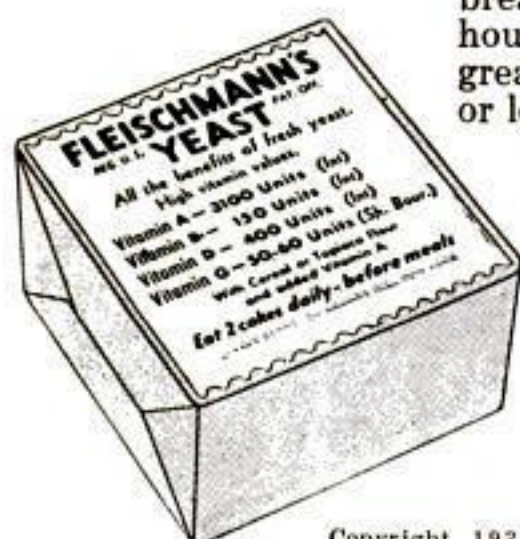
MANY young people are made unhappy by pimples. Mother—learn now two important reasons these ugly blemishes are so troublesome between the ages of 13 and 25.

**FIRST**—During these years the skin is highly sensitive. Then sluggish intestines may cause pimples to appear.

**SECOND**—Your girl or boy may not get enough Vitamin A—the vitamin that is so important in helping to keep the skin free from blemishes.

Help for both troubles is found by many in Fleischmann's HIGH-VITAMIN Yeast. The fresh yeast helps stimulate sluggish intestinal action. And 2 cakes a day now furnish over 6000 units of Vitamin A.

Why not get your girl or boy with poor skin to try eating 2 cakes every day—one ½ hour before breakfast or lunch, one ½ hour before supper. Many greatly benefited in 30 days or less!



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## New HIGH-VITAMIN YEAST helps this skin trouble even more!



### HOW THIS\* GIRL GOT HELP

"I wanted to cry when I looked in the mirror," she says. "I had so many pimples. But after I ate Fleischmann's High-Vitamin Yeast, I began to look better. It's just grand how it helped me."

\*name on request

## CLOTHESPIN NOSE

Cold make breathing difficult? Nose feel "clamped in a clothespin?" Put a Luden's in your mouth. As it dissolves it releases cool menthol vapor—which, with every breath, helps relieve clogged nasal passages, unclamp "clothespin nose!"



Many of LIFE's best pictures come from its contributors. Newspictures used are paid for at professional rates and offer an increasing market for amateurs.

Camera fans over America are invited to submit their news and human-interest pictures to LIFE's Contributions Department. Here they receive equal attention with those of professional photographers.

### Contributions Editor LIFE

Time and Life Building  
Rockefeller Center New York City

# THE BALTIC POWER PLAY

## Soviet Russia regains the land of the Czars

by MAJOR GEORGE FIELDING ELIOT

Empires come and go, ideological regimes come to power, blazoning the arrival of a brave new world. Yet the inexorable laws of economics and of strategy operate alike to control the destinies of democrat and dictator, of czar and soviet. The Baltic is a good example.

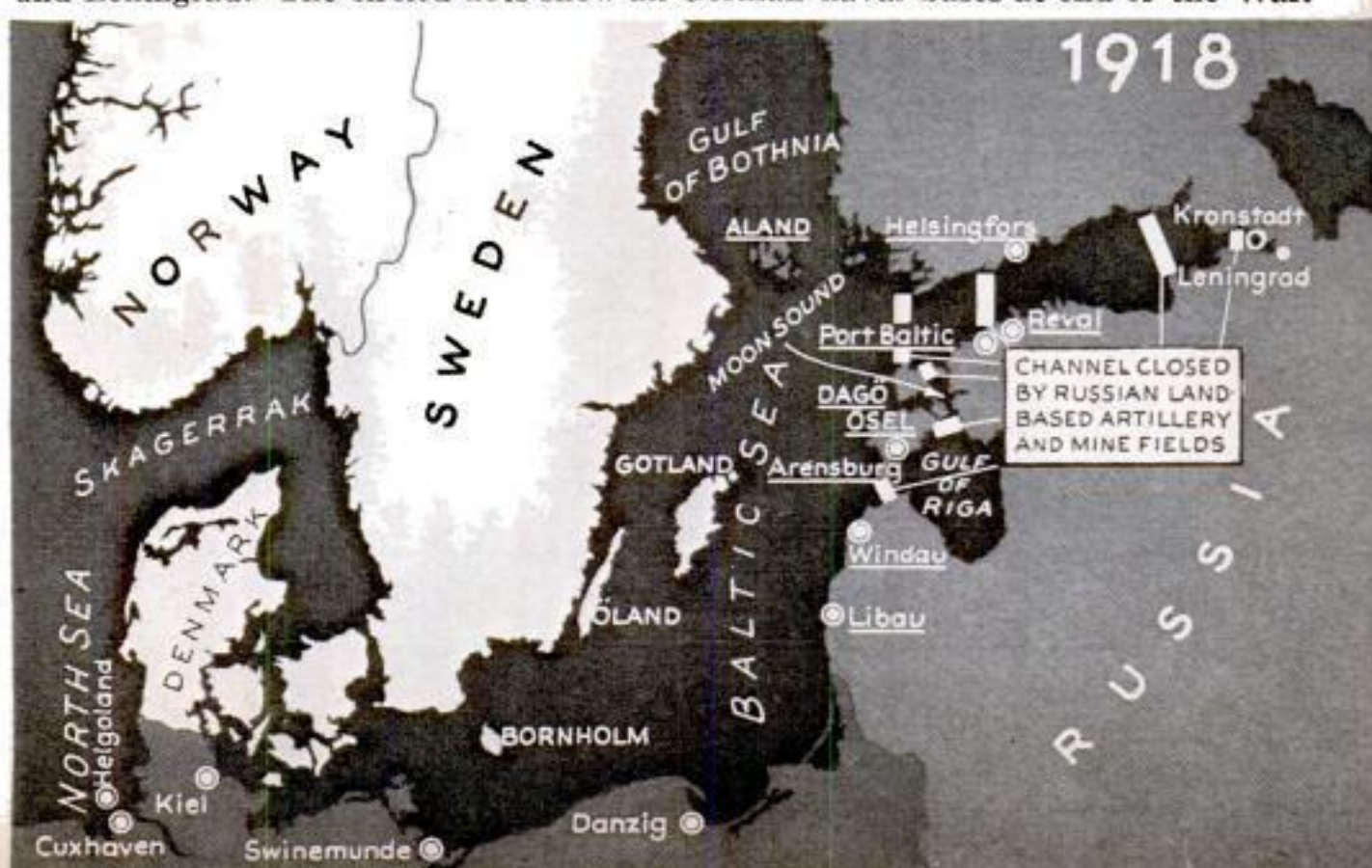
In taking advantage of the present situation to extend military dominance over Estonia, Latvia and Lithuania, the Soviet Union has reoccupied the old military position of Imperial Russia in the Baltic, except that she still lacks control of Finland. The contrast between Russia's Baltic position at the beginning of the present war and that position today is striking. The erection of Finland and Estonia into independent republics confined Russian sea power in the icebound head of the Gulf of Finland, where she could be easily blockaded, and from which she would find it extremely difficult to offer any serious threat to Germany or Sweden—the other two principal Baltic powers. But the new arrangements give Russia control of the naval anchorages of Moon Sound and Arensburg in the mouth of the Gulf of Riga, as well as the old imperial naval base at Libau. The latter presents difficulties for heavy ships but is a useful advance base for light forces. Russia's threat to Finland, if it succeeds in establishing Russian control of the Åland Islands, would complete Russian dominance of the upper Baltic.

It would, however, be a mistake to consider the problems of the control of the Baltic entirely from the naval point of view. We have already had in the North Sea a demonstration of the necessity for co-ordinating, both by sea and by land, the operations of air and surface forces. While it is not yet certain how far the coming of air power has altered the former conditions under which sea power functioned, it is becoming increasingly plain that in narrow waters such as the North Sea and the Baltic, dominated by shore-based aviation, the influence of air power must be taken very seriously.

It is difficult to understand how any German government can view with complacency the return of the Russians to Moon Sound and Libau. The occupation of Ösel Island (see map below), dominating the former position, was the objective of a combined land and sea operation by Germany in the World War, which was an example of all that a successful amphibious operation should be. Moreover, it is a very different thing today for the Russians to return to their ancient positions south of the Gulf of Finland, than it was for the Czars to possess these bases 25 years ago. The presence of the comparatively weak Russian Baltic Fleet in these ports was of comparatively little significance to Germany in 1914, and would be so today, so far as surface vessels are concerned. The presence there, however, of strong flotillas of Russian submarines might prove disquieting. Still more serious from the German point of view should be the advance down the Baltic of the powerful Russian Air Force.

Of course, if Germany can obtain a free hand in the west she may be able to deal with the situation presented by the Russian advances. Her rulers may also have in mind some project for the economic or perhaps political domination of Sweden and Denmark which would give Germany controlling positions and the command of the entrance to the Baltic from the Atlantic. It may even be that the Germans are looking forward to the

The Baltic in 1918, before the War ended, had fallen mostly to Germany. This map shows how Russia, during the War, had blockaded the narrow Gulf of Finland and the Gulf of Riga at seven points. After her separate peace with Germany, the Germans got the naval bases whose names are underlined, leaving Russia only Kronstadt and Leningrad. The circled dots show all German naval bases at end of the War.







**Strategy of the Baltic** depends on fact that its northern branches, the Gulfs of Bothnia and Finland, are frozen in an average winter. The parts frozen solid are shown in light gray, shifting ice floes in darker gray. After the last War, Russia lost the striped territories, thus had no ice-free Baltic port. Now she regains the Polish territory (striped from upper right to lower left on map) and gets bases nearer western Europe. Plane bases are marked by tiny planes. The shaded white line running from top to bottom is the limit of effectiveness of Russia's Air Force (500 miles), which now covers the entire Baltic. Shown also are the strategic rail lines, many spoking from Leningrad. Important is the line to Sweden's Kiruna Mines, down which ore may be shipped when the Gulf of Bothnia is frozen or blockaded.

possibility of obtaining Norwegian ports on the Atlantic itself, from which their submarines might operate against British communications with greater facility than is now possible from German bases.

On the other hand, it has long been an object of Russian ambition, even under the Czars, to push across the northern end of Europe and obtain ice-free ports on the upper coast of Norway. This would be greatly facilitated by Russian domination of Finland. The possession of the Åland Islands would enable Russia not only to be in a position to block the vital German imports of iron ore from Swedish ports on the Gulf of Bothnia but also to threaten the important centers of Sweden itself.

In view of all of these considerations, the great anxiety now being displayed by the four Scandinavian powers is understandable. If the three kings who met with Finland's president last week should ever form anything resembling a firm military-defense pact, the forces at its command would be by no means negligible. The Swedish Navy is a most efficient force. With assistance from the other three, it ought, on form, to be able to deal with the Russian Baltic Fleet, though not, of course, with the German Navy. None of these countries possesses a large air force, though the Swedish Air Force is considered of excellent quality. The Swedish Army is one of the best equipped of the smaller European armies, and is very well trained and officered. Provided the Finns can hold the Russians in the difficult terrain along the eastern frontier of Finland and Swedish assistance could arrive, the two together should be able to put up a fairly good fight. In this wooded and difficult country Russian control of the air should be of less proportionate importance, quite aside from the factor of relative efficiency, than German control of the air in the Polish campaign.

**The Baltic** now is under the control of Russia, whose recent moves will give her the bases underlined below. German naval bases are shown as circled dots, other nations' bases as plain dots. Russia wants to fortify the little islands, now Finnish, off Leningrad and would also like the Åland Islands. Fearing Russian attack, Finland has built fortifications across the dry isthmus north of Leningrad.



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nothing better  
in the Market!"*

THERE is no finer tribute to the superb taste of Old Forester than its 70-year-old reputation as "America's Guest Whisky." True hospitality calls for Old Forester, a rich whisky, friendly to your taste. Let your enjoyment of this rich, mild Kentucky bourbon be increased by the assurance of the hand-written message on the label—"There is nothing better in the market."

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At Louisville, In Kentucky  
Since 1870

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*"There is  
nothing better  
in  
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LABEL AND FORMULA  
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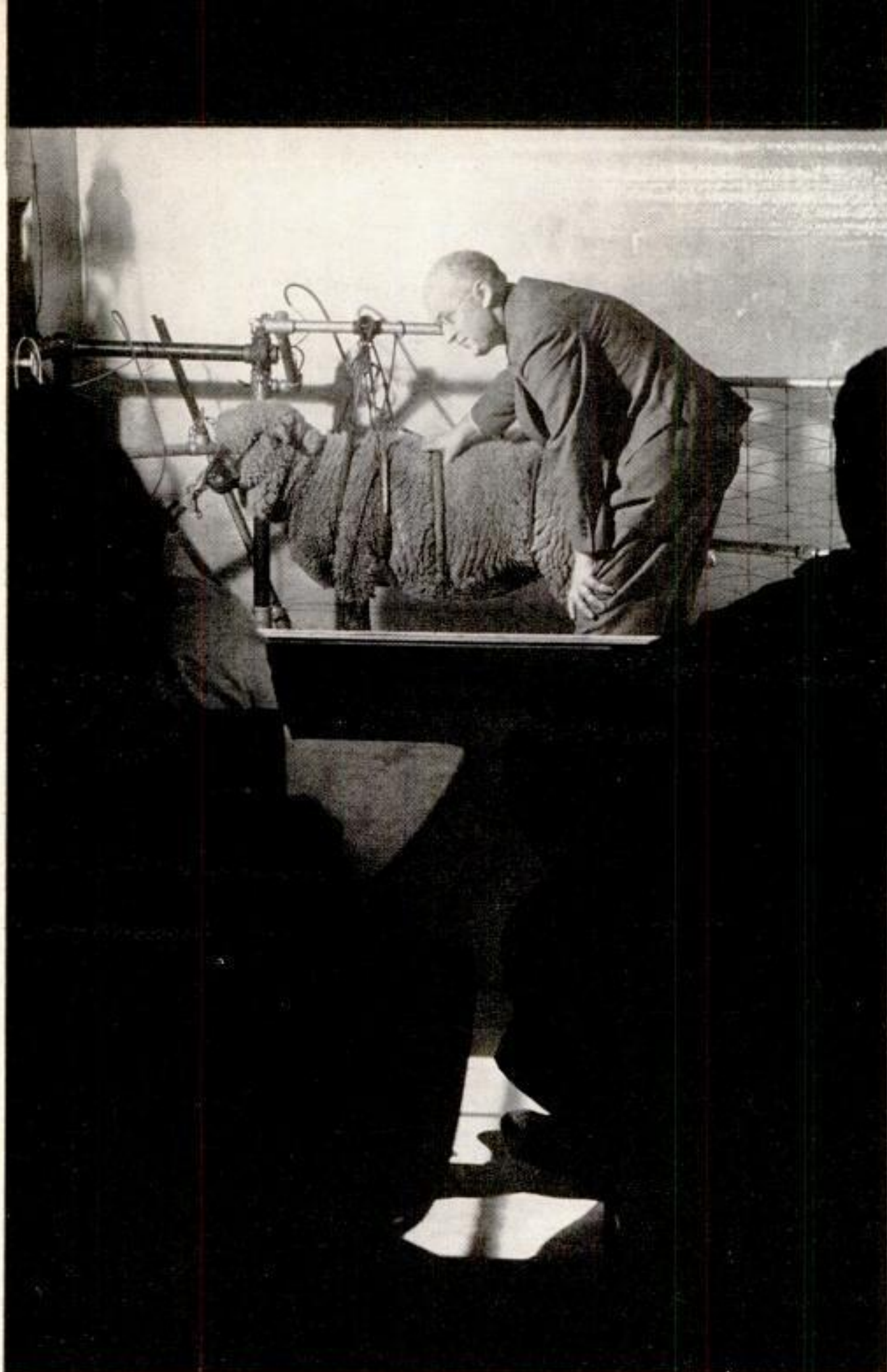


SCIENCE

TODAY IS  
1936  
OCTOBER  
13  
FRIDAY

PIG WITH A NERVOUS BREAKDOWN





DR. LIDDELL AND NORMAL SHEEP, IN DEMONSTRATION ROOM AT LABORATORY

## BARNYARD ANIMALS WITH NEUROSES HOLD CLUE TO HUMAN BREAKDOWNS

One of the gravest problems facing modern medicine is that of everyday neuroses. With the accelerated tempo of business and social life, more and more people crack under the strain, become irritable, lose sleep, react violently to trifles. In mild forms these neuroses are "jitters"; when more serious they become that typically American complaint, "the nervous breakdown."

To study the nervous breakdown, a group of scientists at Cornell University headed by Dr. H. S. Liddell have spent the last twelve years artificially inducing nervous breakdowns in animals. The sheep, pigs and goats shown on these pages make admirable subjects for experiments since their mental processes are straightforward and uncomplicated compared to those of humans. From observation of the animals, Dr. Liddell and his colleagues hope to learn what causes breakdowns, their commonest symptoms and how they may be prevented and cured.

In these experiments the stimuli which turn a sheep or pig neurotic have nothing to do with pain or fear. In a typical case, the animal is first conditioned to expect a small shock after it hears the tick of a metronome. When this conditioned reflex is well established, conflicting stimuli are applied. The animal may receive a shock when the metronome beats 120 times a minute and no shock at 100 beats per minute. Gradually the animal is forced into confusion, just as a man becomes flustered when faced by a complex situation. Repeated frequently enough, this confusion results in a real neurosis, as a result of which the animal reacts indiscriminately (whether shocked or not) to any kind of stimulus.

Not all of these experimental animals at Cornell become neurotic. Some individual animals apparently refuse to "worry" when confusing stimuli are given and these do not have breakdowns.

To cure the pig and sheep neurotics, Dr. Liddell and his associates have tried rest cures and drugs with varying results. Some of the techniques learned through study of animals are being applied on certain human cases with a notable similarity between animal and human nervous behavior.

CONTINUED ON NEXT PAGE

**The Oldest Name in Scotch**

**It was 1807**  
When Robert Fulton sailed up the Hudson in his "Clermont"—the world's first steamboat—and thus revolutionized navigation!

**180 YEARS BEFORE  
ROBERT FULTON'S STEAMBOAT...**

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making Scotch!**

Of all the existing Scotches—only Haig & Haig can point to a history of uninterrupted satisfaction dating back 312 years! And yet—despite this exclusive distinction—Haig & Haig makes no extra charge for its great name and fame!



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BLENDED SCOTCH WHISKY • 86.8 PROOF

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*"Bah! It's just an excuse to show off his new Arrow Tie!"*

• Though you own dozens of Arrow Ties, you're proud of every one! Each has a distinctive pattern, designed by America's top men's stylist. Arrow Ties are wrinkle-resistant, are cut to tie into perfect knots. Get some at your Arrow dealer's now. \$1.00 and \$1.50

## ARROW TIES

*As Outstanding as Arrow Shirts*

*Made by Cluett, Peabody & Co., Inc.*

## Ingenious new-type electric shaver uses 4 razor-sharp blades

Roto-Shaver's new-type revolving head with razor-sharp blades revolves at terrific speed against thin steel guard. Gives closer, smoother shaves.



**NOT a Miniature Hair Clipper—Roto-Shaver actually SHAVES off whiskers . . . doesn't "clip"**

**M**OST electric razors cut with a shearing action similar to the hand clippers barbers use.

Now comes Roto-Shaver—an electric razor which operates on a radically new principle. It is the only machine that actually *shaves* off whiskers with four self-sharpening blades. Revolving at terrific speed against a protecting head of thin steel, these blades shave close to your skin. Off come whiskers cleanly, smoothly. *Roto-Shaver is one razor with which it is absolutely impossible to cut or pinch the skin.*

A mechanical masterpiece, Roto-Shaver has no complicated gears or linkage to vibrate and wear out. You get none of that harsh clatter. Is it any wonder that, after investigating the

**Powerful Rotary Motor**—in strong aluminum chassis . . . Tenite case in gray or maroon.



**Oil-less Bearings**—eliminate need for oiling . . . easy to clean.

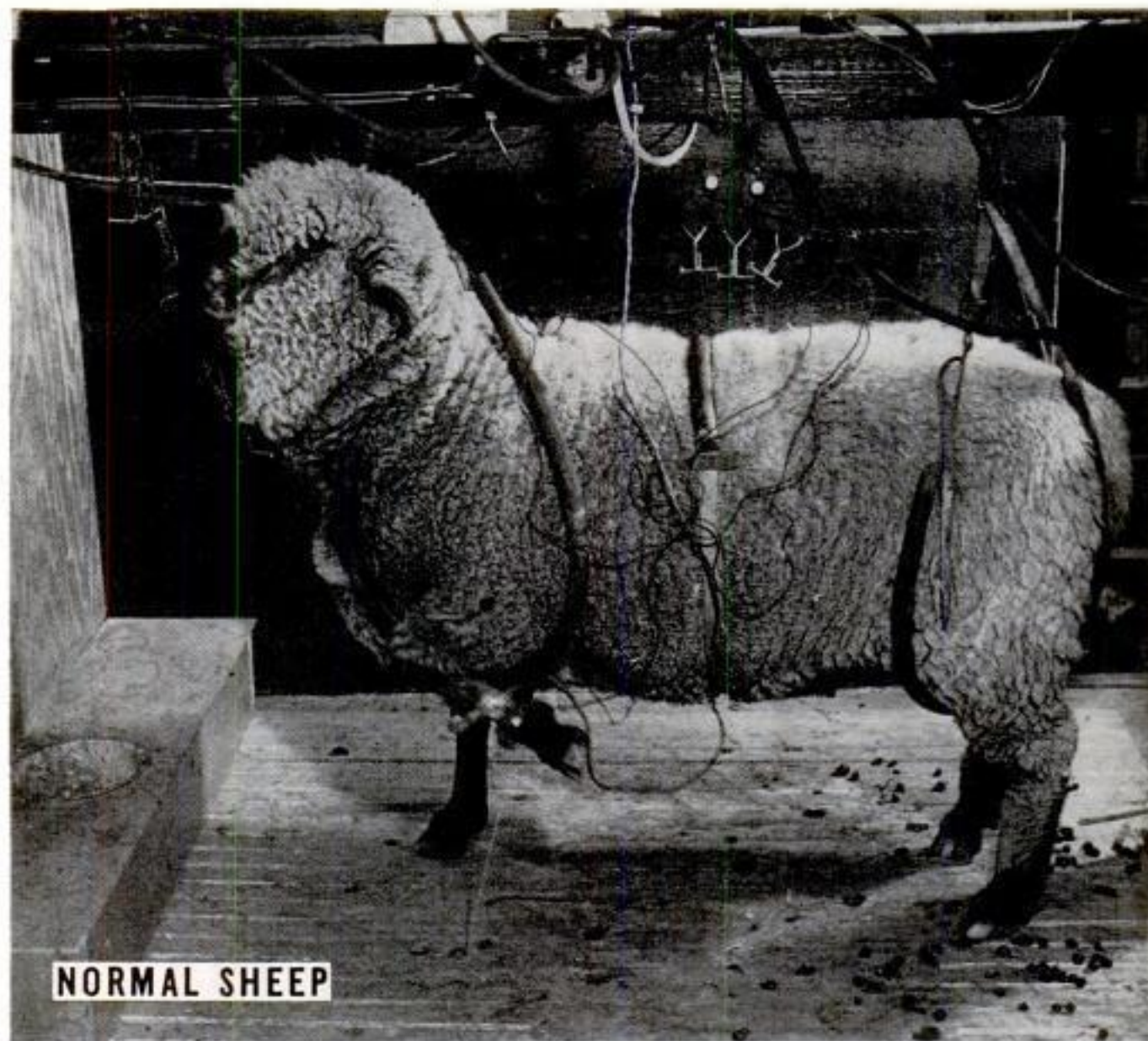
electric-shaver industry for four years, The J. B. Williams Company, makers of fine shaving preparations for nearly 100 years, is staking its reputation on Roto-Shaver?

Ask your dealer for a demonstration of this truly sensational electric shaver. Test it any way you will. We feel certain that you'll find it the razor you want . . . the one you should be using.

Complete in genuine leather case, \$13.75 in U. S. A.

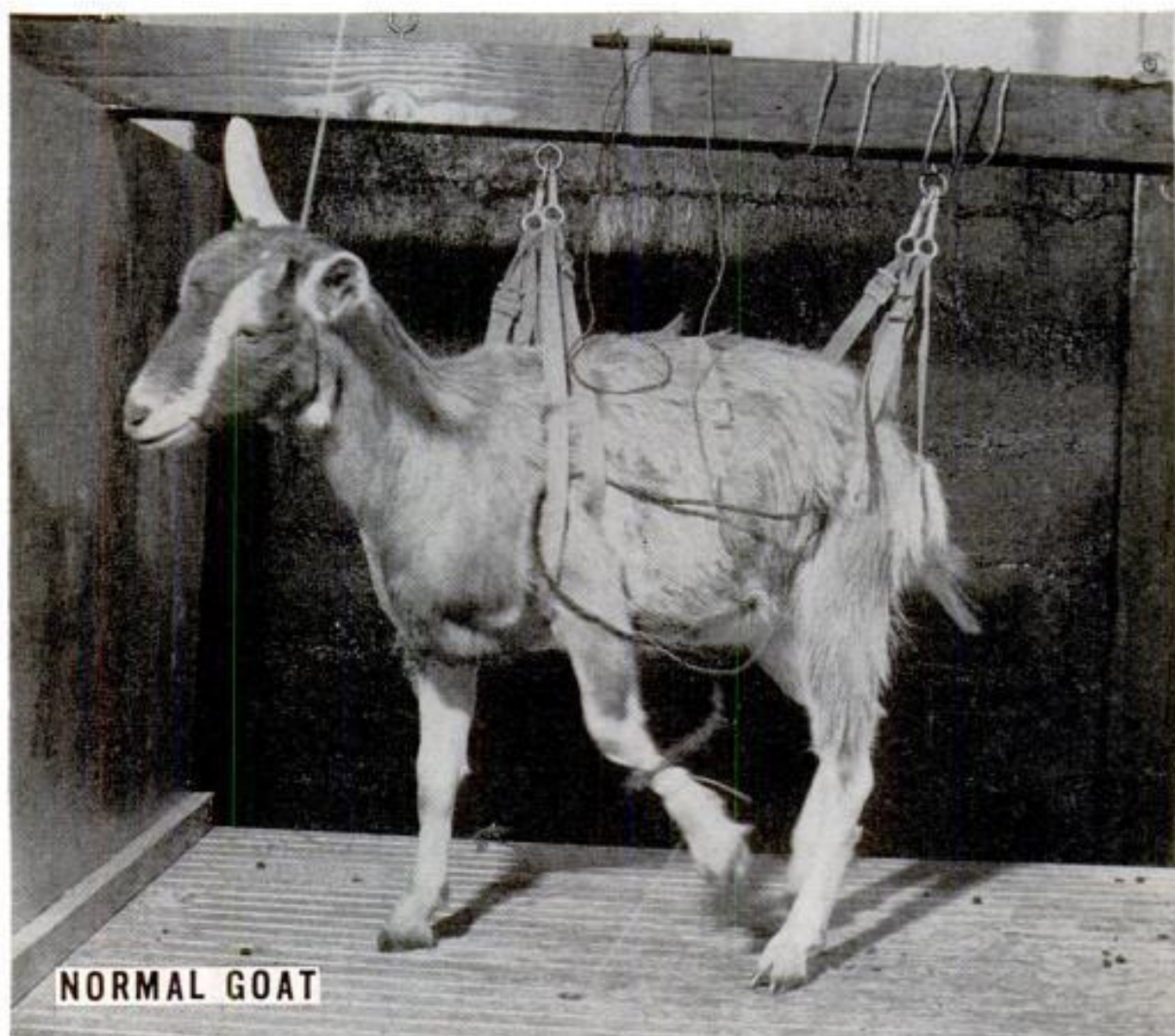
**ROTO-SHAVER**

## Neurotic animals (continued)



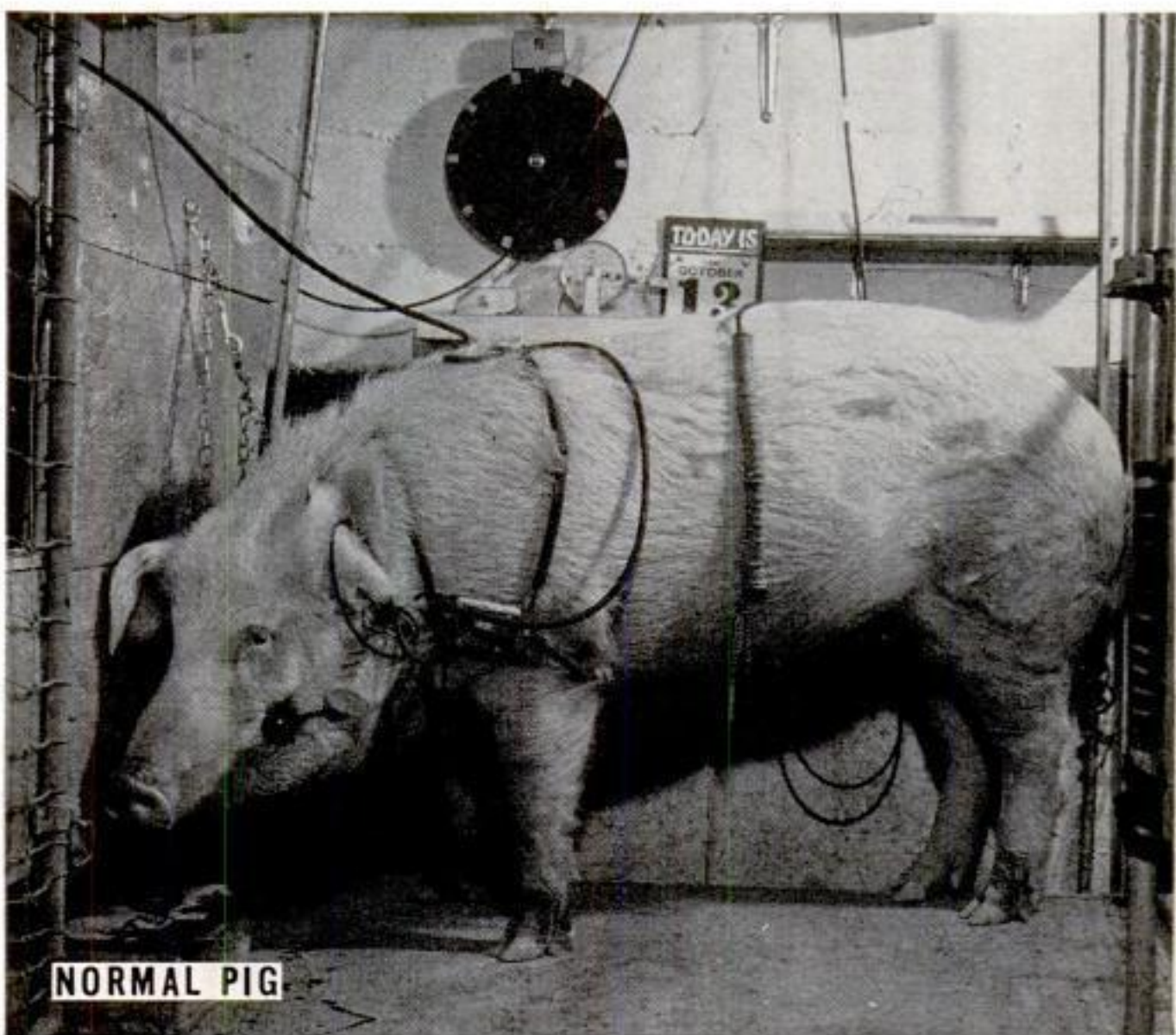
NORMAL SHEEP

The introvert type is represented by the quiet, timid sheep. At the start of the experiment, normal sheep merely lifts foot when given mild shock on his left foreleg.



NORMAL GOAT

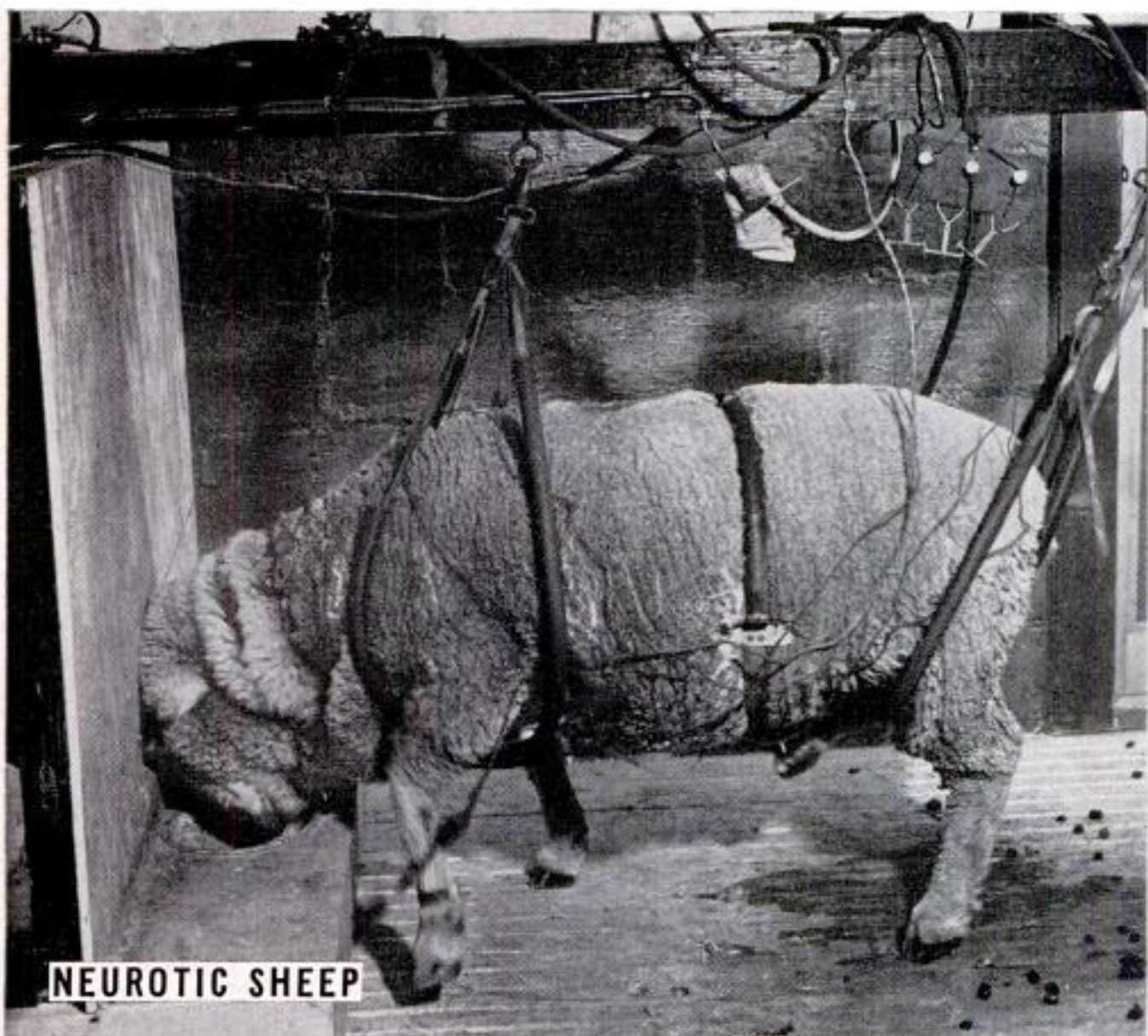
Unconcerned, this goat only stamps, as if bothered by a fly, when it hears the tick of the metronome. The goat is neither particularly introverted nor extroverted.



NORMAL PIG

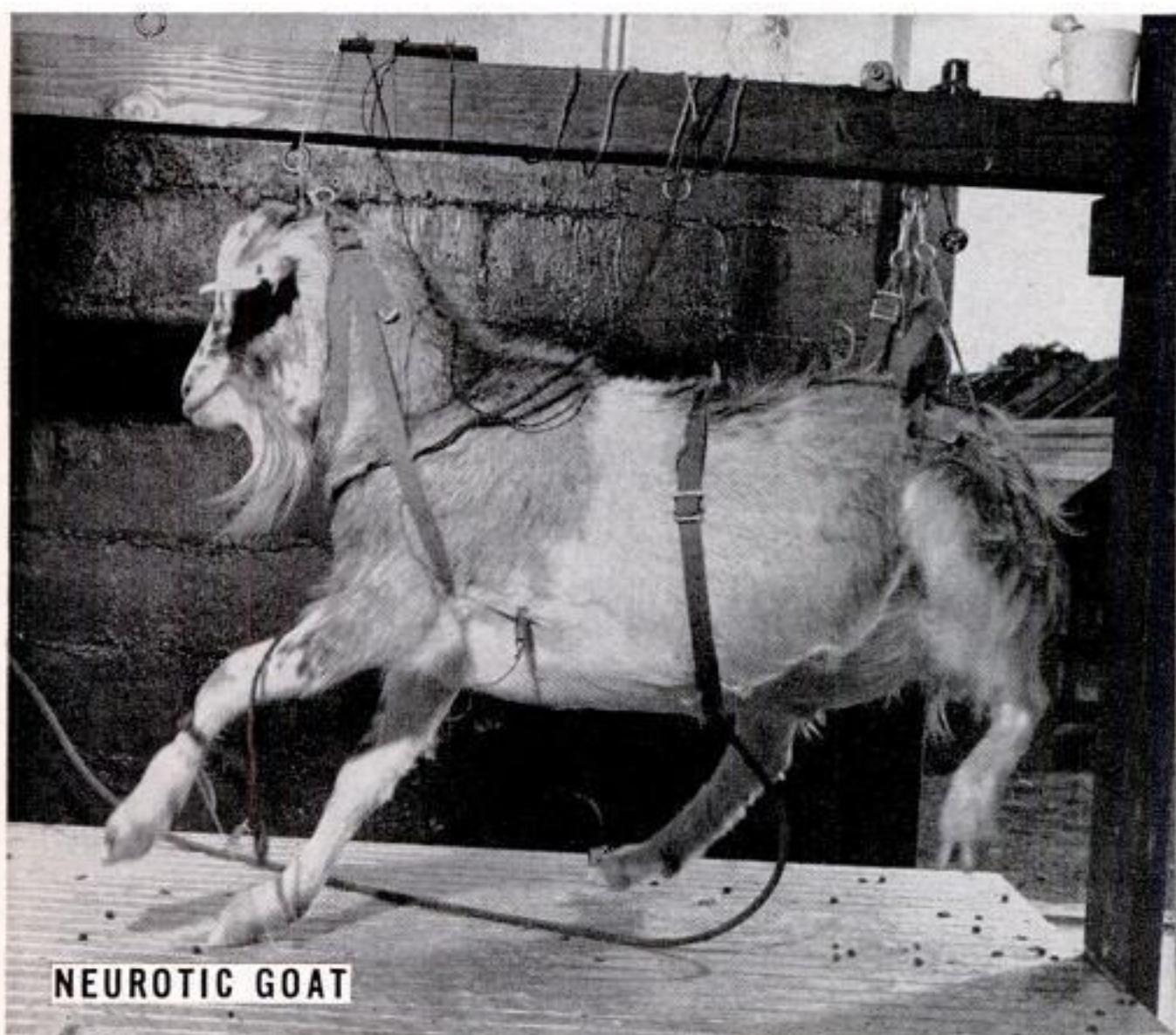
The extrovert type is suggested by the pig. When this normal pig hears the metronome, it expects an apple. The flow of saliva is measured by the capsule on jaw.





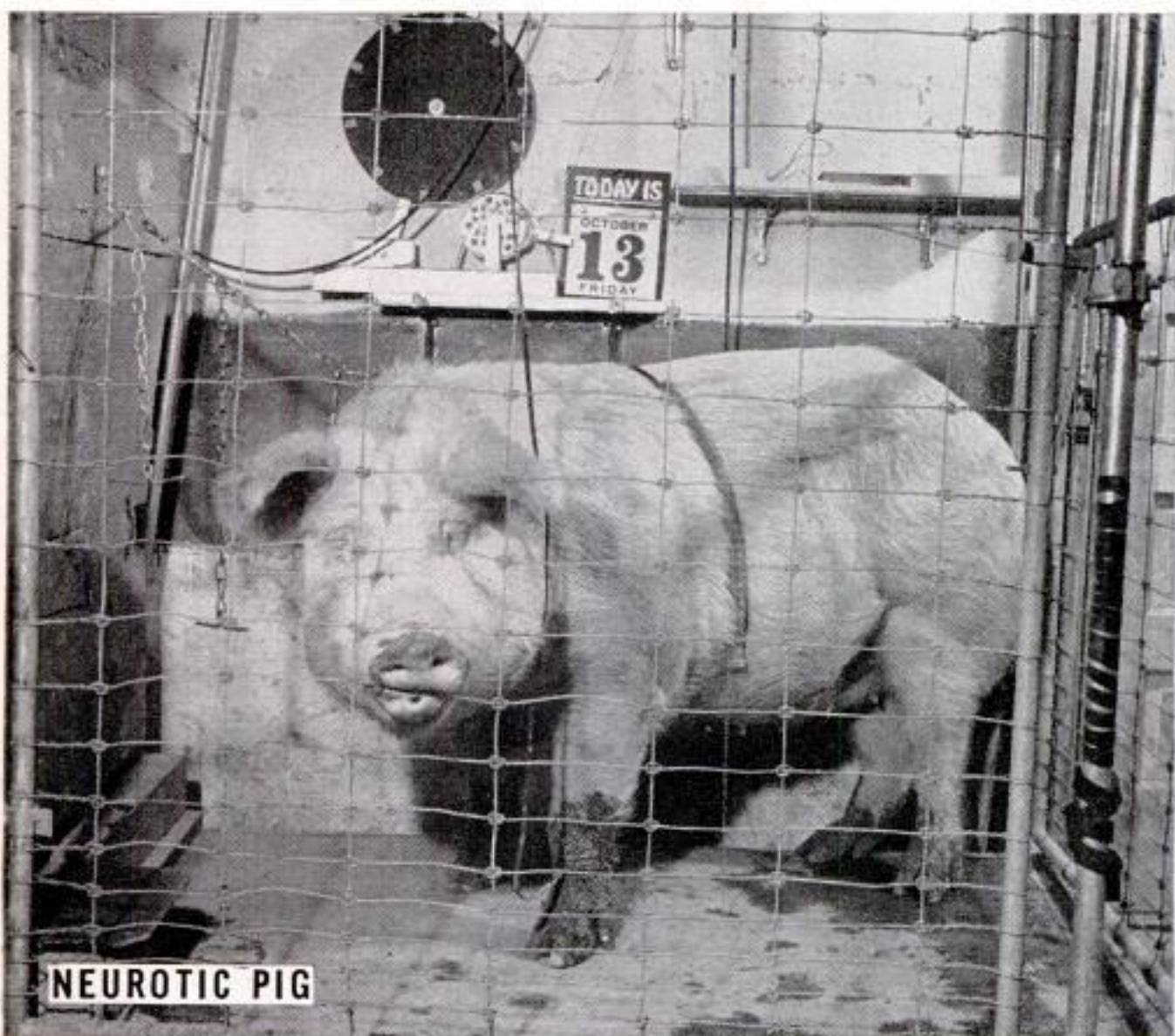
NEUROTIC SHEEP

Butting against the wall in confusion and frustration, this sheep has a bad nervous breakdown. It sags in the slings that hold it and loses precise muscular control.



NEUROTIC GOAT

Impulsive movement, rearing, wriggling and pawing, is this goat's response to an artificially created situation that has become too complicated to be understood.



NEUROTIC PIG

A truculent stare is this neurotic pig's expression before the day's tests begin. A little while later he becomes the excited animal shown pawing the floor on page 80.

CONTINUED ON NEXT PAGE

WORLD'S BIGGEST SELLING LITTLE RADIO

# Emerson



**TONE...** "OK'd" for TONE by Famous Orchestra Leader, GUY LOMBARDO and his Royal Canadians.



**STYLE...** "OK'd" for STYLE by LOUISE VANDERBILT, Noted Interior Decorator.



**ENGINEERING...** "OK'd" for ENGINEERING by J. R. POPPELE, Chief Engineer WOR (Mutual Broadcasting System).

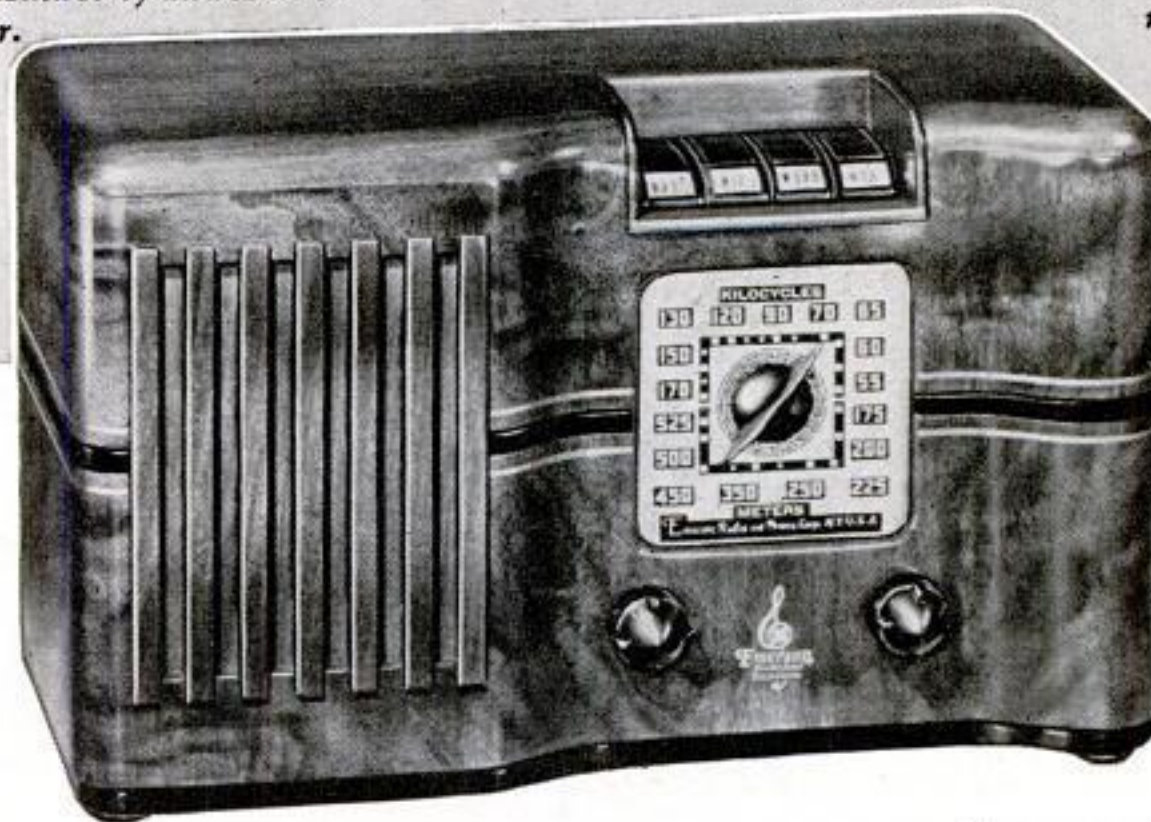


**PERFORMANCE...** "OK'd" for PERFORMANCE by SIGMUND SPAETH, Noted Musical Authority and Author-Composer.



**VALUE...** "OK'd" for VALUE by ORESTES H. CALDWELL, Editor Radio Today, former Federal Radio Commissioner.

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Model 282—with Exclusive Emerson "MIRACLE TONE CHAMBER." No Aerial or Ground Required. A.C.—D.C. Superheterodyne with Automatic "Key-Touch" Tuning, Built-in "Innerceptor" Loop Antenna, "Eye-Ease" Dial, Handsome "Sta-Bent" constructed hand-rubbed Walnut Cabinet. Unusual Power and Magnificent Tone.

\$2295



Model DJ-310—"Three-Way" Portable. Plays on A.C. and D.C. house current—then on own power wherever you take it. Complete.

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Model 301—5 tube A.C.—D.C. Superheterodyne. Built-in Innerceptor Loop Antenna. No ground wires. Handsome cabinet. Only

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Model CS-268—6 tube A.C.—D.C. Superheterodyne, American Police and Foreign reception. Designed for Television.

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63 New 1940 Emersons for Every Purpose and Every Purse . . . \$7.95 to \$99.95 on Easy Terms

With millions of gratified owners—listening to programs through the exclusive Emerson "MIRACLE TONE CHAMBER"—with the utmost in Style, Tone, Performance, Engineering and Value—and with all of these features "OK'd" by leading authorities, no wonder America is Swinging to Emerson!

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Ask for FREE home or office demonstration and be convinced that EMERSON Table Models, Radio and Phonograph Combinations, "Triple-Play," Self-Powered Portables and Farm Radio represent the utmost in QUALITY at the lowest possible cost. (Same prices everywhere in the U. S.)



**LISTEN TO ELLIOTT ROOSEVELT**

Broadcasting for EMERSON Radio every Tuesday, Thursday and Saturday evening over Mutual Broadcasting System.

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## Neurotic animals (continued)

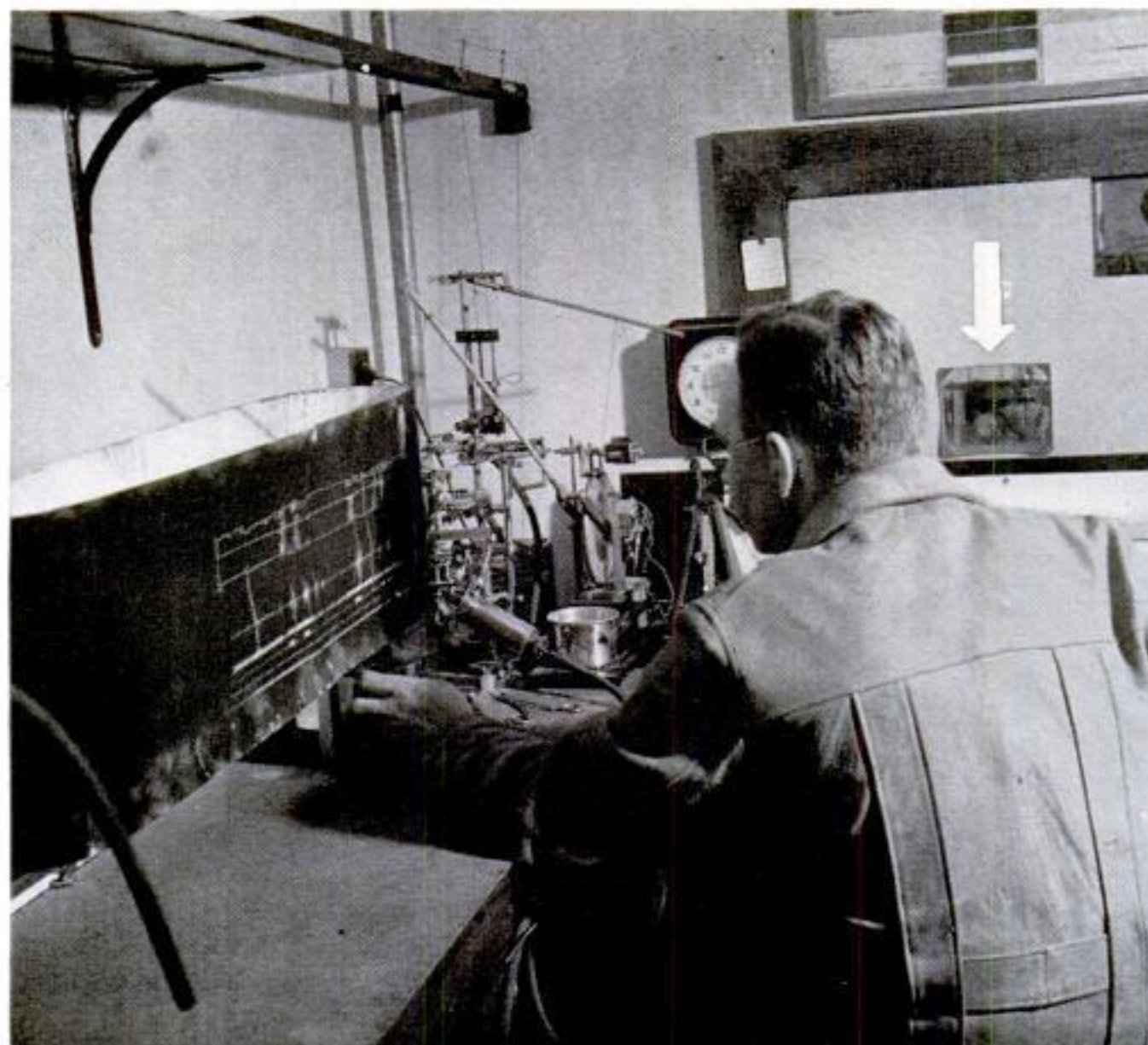


• Exciting days of stimulating outdoor sport . . . delightful evenings with music and dancing. Quaint Challenger Inn, with its European "mountain village" atmosphere, offers attractive modern rooms at surprisingly moderate rates. For a glorious, fun-filled winter holiday, visit Sun Valley.

For complete information wire or write  
W. P. ROGERS or W. S. BASINGER  
Gen'l Mgr. Pass'r Traf. Mgr.  
Sun Valley Union Pacific Railroad  
Idaho Omaha, Nebr.



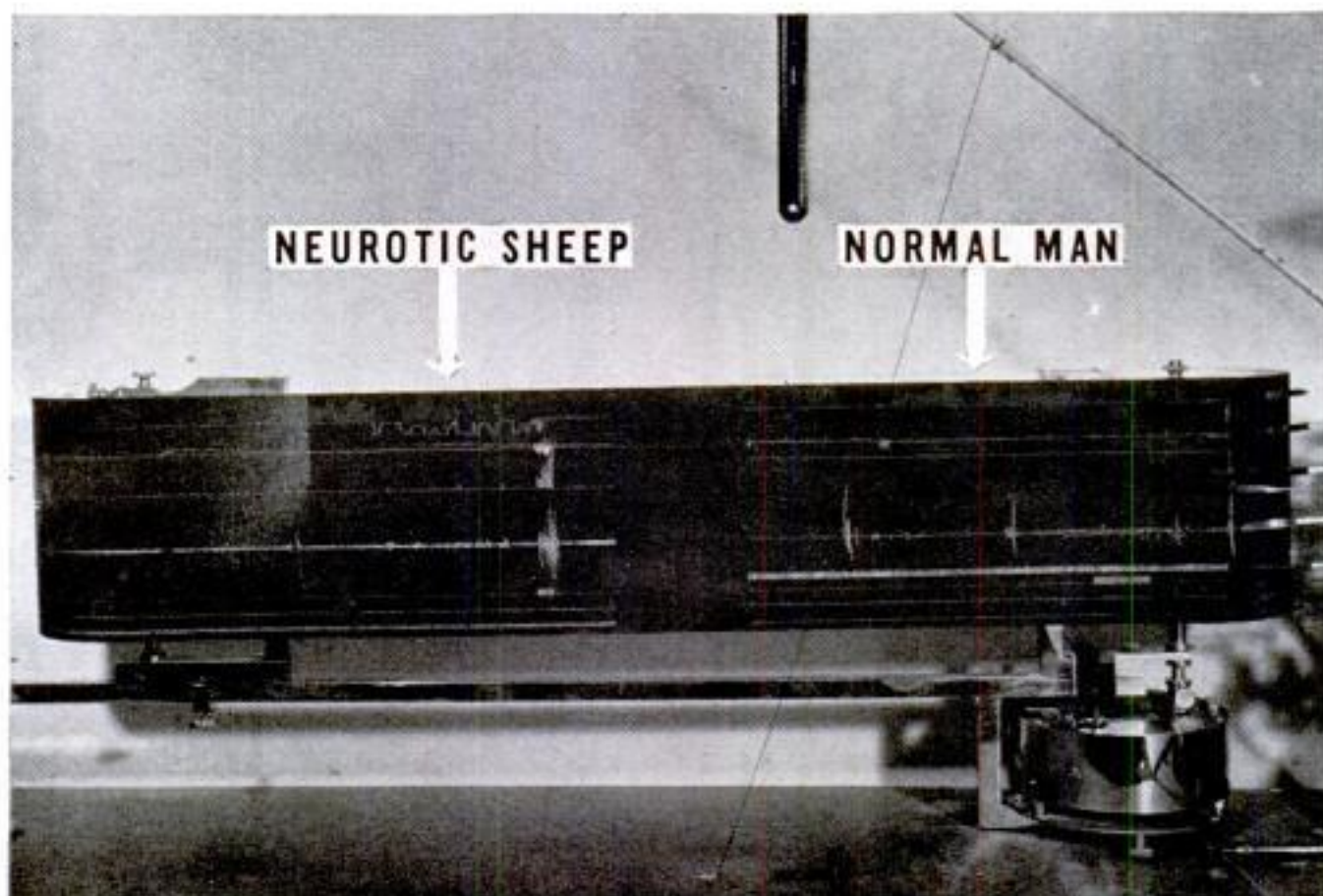
The Challenger Inn



Complete records of the reactions of sheep, seen through small window (arrow), are traced on smoked paper. Records include heartbeat, respiration, leg movements.



A normal man (one of the research staff) compares his reactions to the mild electric shock with the reactions of a neurotic sheep. The electrodes pick up his heartbeat.



Sharp reaction to metronome is shown by sudden ups & downs at right of sheep's chart. They show head and leg movements (upper two lines), breathing (third line.)



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*Faces the Facts*  
 ... about FIGURES!



Women's figures differ—and therefore they need different methods of control. Facing these facts, Maiden Form creates foundations keyed to figures as well as to fashions. Select the specialized design which meets the needs of your type and gives you new figure-loveliness!

Above: "Once-Over" topped with an "Allo" brassiere (for heavier-than-average breasts)—\$5.00. "Inter-Lude" brassiere (for classic rounded lines)—\$1.50; with "Curtis" Girdle (two-way-stretch)—\$1.00. Send for free Foundation Style Booklet G; Maiden Form Brassiere Co., Inc., New York.

**AT ALL LEADING STORES**

**Maiden Form**  
 LOOK FOR THIS TRADE-MARK ON  
 BRASSIERES  
 GIRDLES "ONCE-OVER"  
 COPYRIGHT 1937, MAIDEN FORM BRASSIERE CO., INC.

"There is a Maiden Form for Every Type of Figure!"

## A NEW MIRACLE IN PIPES

ELIMINATES MOISTURE

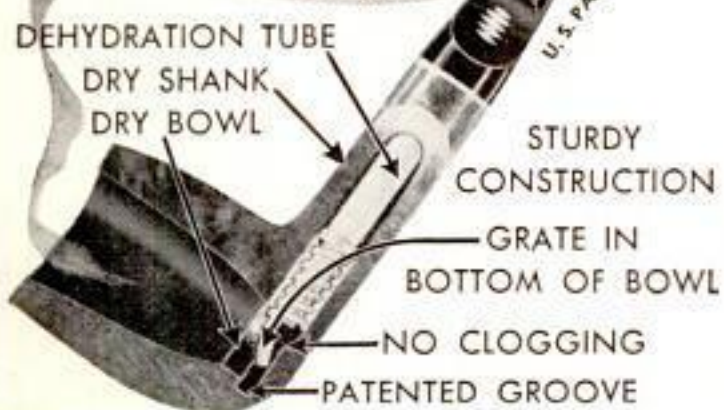
# Hollycourt

## Pre-Smoked

REG. U. S. PAT. OFF.

# \$3.50

AT BETTER DEALERS EVERYWHERE



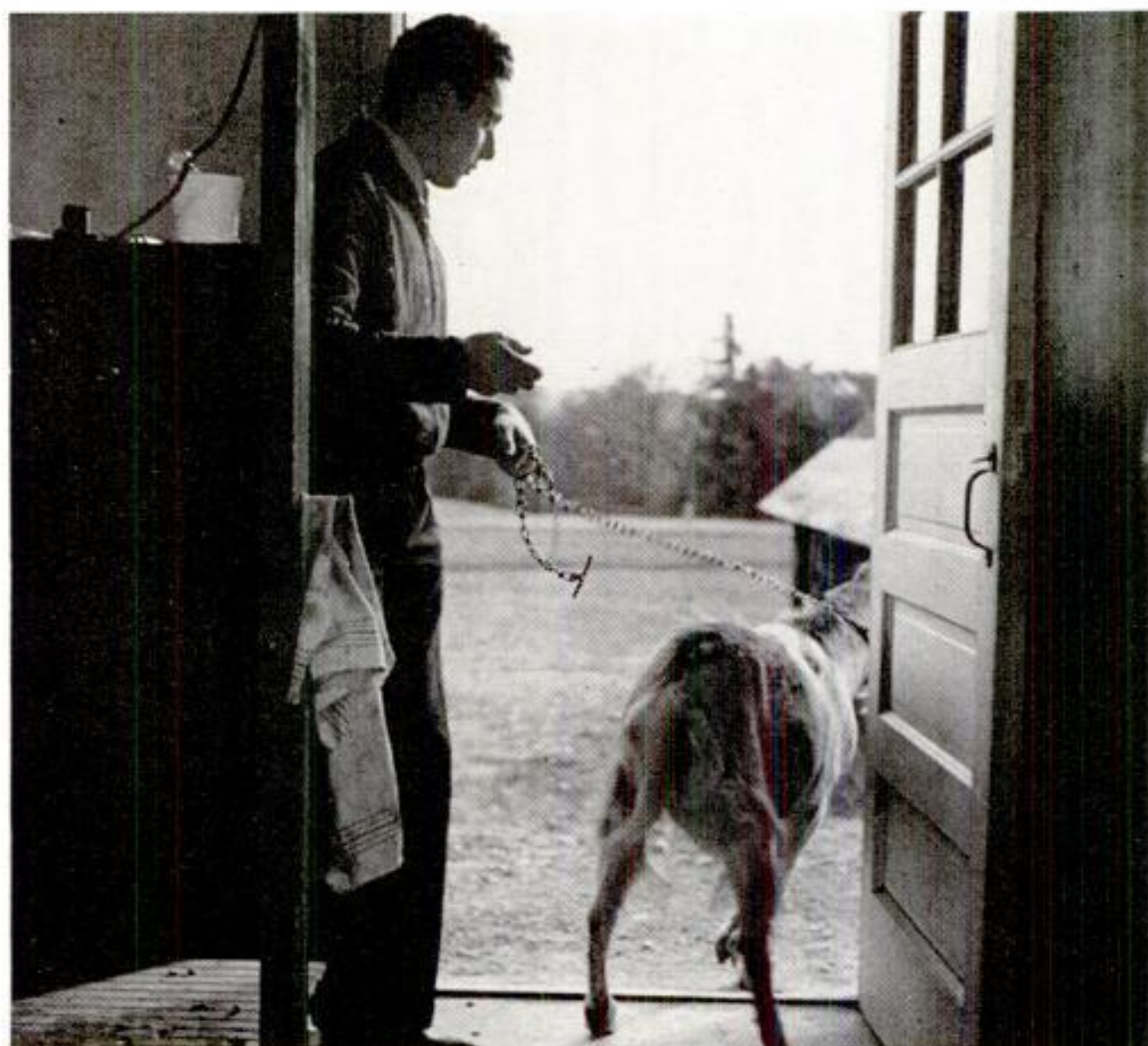
## DRY TO THE LAST PUFF

Now... relax and enjoy an everlasting dry pipe. 97% of moisture in a pipe is caused by condensation and improper draft. The new scientific Dehydration Tube and Patented Groove of the Hollycourt eliminates this moisture. The pipe is always dry and clean. The bowl is made of specially selected grain from the heart of the briar root and is actually Pre-Smoked mechanically with fine tobacco... needs no breaking in.

At Your Dealer's or Write Direct to  
 M. LINKMAN & COMPANY, CHICAGO, ILL.



In ordinary life around the farm the animals show the effects of their artificial nervous breakdowns. The goat here must be urged to the laboratory for the tests.



After the tests the goat runs away from the laboratory as fast as it can. Some of the neurotic animals, especially the pigs, give vent to their bad dispositions.



All by itself this nervous sheep wanders around the farm until nature or some form of treatment restores its normal desire to run with the others in the flock.



This famous syrup—  
 made in Vermont—has  
 the flavor of real  
 Vermont maple sugar

**I**F you've ever tasted Vermont maple sugar, you can shut your eyes—right now—and remember its delicious, mellow flavor.

And that's the flavor you taste in Vermont Maid Syrup.

In Burlington, Vermont—the heart of the maple sugar country—this famous syrup is blended from sparkling cane sugar and pure Vermont maple sugar.

There's no more tempting part of any meal than this rich, golden syrup—with fluffy pancakes or crisp, hot waffles. Let your family enjoy it—tomorrow!

Look for the Vermont girl on the green label—your guarantee of real Vermont maple sugar flavor.



# Vermont Maid Syrup

MADE IN BURLINGTON, VERMONT





ALEXANDER WOOLLCOTT DAWDLES OVER BREAKFAST. HE DRINKS COFFEE FROM A MUSTACHE CUP GIVEN TO HIM BY A MAN ACQUITTED THREE TIMES OF MURDERING HIS WIFE

HE RINGS BELL TO SIGNAL MAINLAND

HE LOVES GAMES, PLAYS RUSSIAN BANK WITH A SLY GRIN

IN BED WITH A GOOD BOOK, HE ENDS DAY HAPPILY





# Life goes calling on Alexander Woolcott

who lives as he likes on an island, exercising  
a sharp wit and a murderous croquet technique

Alexander Woolcott was born in Phalanx, N. J., in an 85-room house which was built to contain a socialist community. After a career as farmhand, bank clerk, newspaper reporter, dramatic critic, soldier, author of books, lecturer, actor and radio program, he now lives in a sociable community on an island in Vermont. He is so fabulous a person that a play about him has just opened in New York. On a sunny weekend, LIFE called on him on Neshobe Island, in Lake Bomoseen, Vt.

The island is owned by Woolcott and nine friends, including Alice Duer Miller, Neysa McMein, Harpo Marx. But Woolcott is undisputed Lord of Neshobe. In his bungalow he receives his innumerable friends, ranging from Katharine Cornell to Frank Lloyd Wright. His guests wear old clothes on land, sometimes none at all when swimming—the sight of huge Woolcott floating in the water has been described simply as “majestic.” The host herds his guests from cribbage board to bridge table to lawn where he plays a murderous variant on croquet.

Alex Woolcott's friends are inordinately fond of him despite the fact that he can be testy as a wasp and much more poisonous. His habit of telling the truth more than is customary gives him a curious edge on most people. A gossip of high talent, he is a superb raconteur and perhaps the best day-in-day-out wit in the land. He once described his broker as “the man who ran my fortune into a shoestring.” Dorothy Parker named his Manhattan apartment “Wit's End.”

Wherever he lives, Woolcott's parlor is littered with people who are famous, important, interesting or amusing. He thrives on good living. He is so fat that once he was furious because some of his friends, who hadn't seen him for months, didn't notice that he had lost 70 lb. In the past ten years, he has written two plays, acted in two, been radio's Town Crier at \$3,500 a broadcast, written a best-seller, *While Rome Burns*. He leads much-publicized causes like raising funds for his alma mater, Hamilton College or “The Seeing Eye.” But he never lets anyone hear about the countless times he has helped students through college, helped artists, actors, authors sell their talents. When these come to thank him, he receives their gratitude with expressions of peevish surprise.

A bachelor at 52, Alexander Woolcott has a fine time living his life as he likes to live it. Around him gathers a growing brood of godchildren named Alexander or Alexandra. He is currently sporting a new waistcoat, given him by Mrs. Theodore Roosevelt Jr., embroidered with nosegays and monsters, and cross-stitched with a verse from *Psalms*: *They are inclosed in their own fat: with their mouth they speak proudly.*



Woolcott plays croquet in old overalls and an undershirt. He plays it with great skill and fine malice on hazardous and unpredictable territory with over-sized mallets and overweight balls. According to Woolcott, this croquet is “a cross between water polo and mayhem.”



Woolcott's guests are Harpo Marx and Irene Castle (dancing together on the dock) Alfred Lunt and Lynn Fontanne. Woolcott wears a white sweatshirt. Below: with cane and cigarette, A. Woolcott, Hamilton '09, L.H.D. '24, parades with other Hamilton College trustees.



THIS IS NESHOBE ISLAND, WHERE WOOLLCOTT HAS YEAR-ROUND HOME





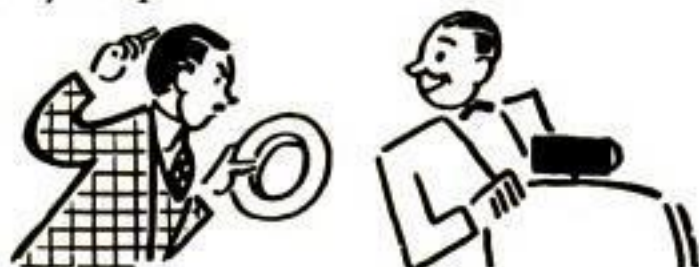


"Ah there, Bertram! Will your SCALP pass the FINGERNAIL TEST?"

I WAS NEVER so mortified in my life! There I sat in what I had been assured was a respectable restaurant, when this entertainer brazenly mussed up my hair!



"NO OFFENSE," she apologized, "but if you'd see your barber ... and trade in that necktie ... you could quit this solitary drinking!" Somewhat dazed, I ran my fingers through my hair ... and was shocked at the condition of my scalp!



"DID YOU EVER," I asked my barber, "hear of the Fingernail Test?" "Sure!" he replied, "that's how you get wise to dandruff. If your fingernails show gummy scales, you got somethin' goin' on beneath your hair that hadn't ought to be there!"

"ALL YOU DO," he explained, "is use this 3-Action Wildroot-with-Oil! The old Wildroot formula that's been chasin' dandruff scales for 30 years, plus pure vegetable oils that keep hair well groomed but can't build up grease on your scalp!"



AMAZING what self-confidence a clean scalp and a well-groomed head inspire! The young lady at the night club actually condescends to sit and drink with me! All I am, I owe to Wildroot-with-Oil.

35¢

60¢ and \$1 at all drug dealers. Professional applications at barbers.

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WITH OIL**

**THE 3-ACTION HAIR TONIC**

1. CLEANS AS IT GROOMS
2. RELIEVES DRYNESS
3. REMOVES LOOSE DANDRUFF

IMPORTANT: Wildroot Hair Tonic, original formula, used by millions who prefer a non-oily tonic, also on sale everywhere!

Woolcott (continued)



The great Sheridan Whiteside, in wheelchair with injured hip, glares at an adoring old lady who brings an offering of holly. His secretary looks on cynically.

## Alexander Woolcott is the fabulous hero of Broadway's newest hit comedy

Any night this winter when Alexander Woolcott gets bored with his cribbage games, lectures and chocolate creams, he can go to the theater to see himself and his friends as chief characters in a play. Called *The Man Who Came to Dinner*, it is the most successful comedy ever written about a group of well-known people with no attempt to conceal their identity. Authors are George Kaufman and Moss Hart, whose yearly contributions to Broadway include *You Can't Take It With You*, *Once in a Lifetime*, etc. They are both friends of Woolcott and their play was written with the expectation that Woolcott himself would act the leading role. He refused amicably. The part was assigned to Actor Monty Woolley who, unlike Woolcott, has a luxuriant beard. Now that critics have pronounced it "gay, giddy, and delectable," Woolcott has offered to act in the third company that goes on tour.

Situations in *The Man Who Came to Dinner* are imaginary. Sheridan Whiteside (Woolcott) goes on a lecture tour with his pretty secretary Maggie (a fictitious character). Invited to dine at the home of an Ohio family, he slips on the ice, injures his hip, settles down to four weeks of recuperation as an unwanted guest. Whiteside grows daily more whimsically cantankerous. He shocks the family, who are not accustomed to his brand of sophisticated language that is meant to be funny but sounds outrageous. Pet names for his secretary are "Flea-bitten Cleopatra," and "Repulsive." He calls his homely nurse, Miss Preen, "Miss Bed Pan" and "Lady Nausea." Miss Preen scolds him.

MISS PREEN: You mustn't eat candy, Mr. Whiteside. It's very bad for you.

WHITESIDE: Miss Preen, my great aunt Jennifer ate candy every day of her life and lived to be a hundred and two. Three days after she died she looked better than you do now.

Whiteside broadcasts his customary Christmas eve story from house where he is convalescing. House is in an uproar while choir sings *All is calm, all is bright*.



## FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

### A SPECIAL SHAVE CREAM

IT'S NOT A SOAP  
NEEDS NO SHAVING BRUSH  
Not Greasy . . . Leaves Skin Smoother

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Everett D. Hullburt  
PRESIDENT

P. S. Try Glider at our Expense:  
Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-37, Glastonbury, Conn. Offer good in U.S.A. and Canada only.



## "CARTER'S FOR COMFORT!"

Right you are . . . but that's not all. You're going to like Carter's quality, too . . . and here's why. Stop at your favorite store tomorrow — ask for Carter's — look at the careful workmanship and detail. Note the superb tailoring. Feel the smooth, even texture of fine full-combed cotton or top-grade Australian wool. Note too, the new supporter fly front and smart styling. And yet, for all their excellence, you'll find that it really costs no more to say "Carter's for Comfort."

KNEE LENGTHS. Comfortably fashioned — trimly tailored. Elastic waist and new supporter fly front. Sleeveless or short sleeve shirts to match.

The William Carter Co.  
Needham Heights, Mass.







10,000 cockroaches in a miniature city are given to Whiteside by Professor Metz (center). He is based on Woolcott's friend Prof. Gustav Eckstein, author of *Canary*.

And he goes on eating pecan-butternut fudge.

On the gala day when Whiteside is allowed out of bed, the family and neighbors assemble. As he is wheeled into the living room, his only greeting is, "I may vomit." He orders the startled family to stay upstairs and not bother him, runs up a \$784 telephone bill calling his famous friends in Hollywood, Paris, New York. He threatens to sue the family for \$150,000 for his hip injury and encourages the children to elope and go to sea. Admiral Richard Byrd sends him four penguins who run loose through the house. Naturalist William Beebe sends a live octopus which the family stumbles over in the cellar.

Whiteside is deeply annoyed when Maggie, who has served him for ten years, falls in love with a local newspaperman and wants to get married. To break up the romance, he summons a famous actress from London to seduce Maggie's beau. Beverly Carlton (Noel Coward) drops in on the way back from Honolulu and tries to help Maggie by a fake London phone call, but fails.

On Christmas eve Whiteside's plot seems to have succeeded. He is surrounded by presents from Shirley Temple, William Lyon Phelps and Billy Rose. But Maggie, brokenhearted, furious, packs her bag and starts to go. Miss Preen is also ready to leave.

WHITESIDE: *And just what does this mean?*

MISS PREEN: *It means that I am leaving . . . after one month with you, Mr. Whiteside, I am going to work in a munitions factory. From now on anything I can do to help exterminate the human race will fill me with the greatest pleasure.*

Whiteside does not detain Miss Preen, but he is worried about Maggie. He realizes that she is really in love. Problem now is to get rid of the London actress. On like a cyclone comes Whiteside's friend Banjo (Harpo Marx) who has just flown from Hollywood in Howard Hughes's plane. Banjo kisses Miss Preen, hugs the cook, and as a Christmas present gives Whiteside Hedy Lamarr's brassiere. With the aid of a mummy case, sent by the Khedive of Egypt, the play comes to a satisfactory conclusion, except for the fact that Whiteside, cured at last, leaves the house, slips on the ice again and returns for another four weeks.

Noel Coward, acted by John Hoysradt (center) hurries to wish Whiteside Merry Christmas, entertains him with a song, does impersonation of a toothy English lord.



**MAKES CHAPPED HANDS FEEL SMOOTHER**

**EXTRA-CREAMY**, extra-softening to dry, chapped hands—that's HINDS! Use Hinds Honey and Almond Cream regularly to help guard your skin against the drying effects of cold weather, steam heat, hard water, and housework. Notice how this grand creamy lotion counteracts chapping... tones down redness... helps rough skin feel smoother right away! Used faithfully, Hinds Honey and Almond Cream means soft "Honeymoon Hands" for you. This famous lotion contains TWO vitamins—A and D. In \$1, 50¢, 25¢, 10¢ sizes at toilet goods counters.

**NEW! HINDS HAND CREAM. IN JARS, 10¢ and 39¢.**

Chapping  
Dryness  
Roughness  
Weathered skin  
Hangnails  
Calloused heels  
Powder base  
After-shaving  
lotion  
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**HINDS  
FOR  
HANDS**

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FUN NIGHT WITH  
**BURNS AND  
ALLEN**

Columbia Network  
Coast to Coast  
7:30-8:00 E.S.T.

See newspaper radio  
columns for exact time  
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WHITEHALL BY JAYSON represents the culmination of years of effort to produce the perfect white broadcloth shirt...fine, lustrous fabric, expert custom-featured Troy-tailoring. Like all JAYSON shirts, Whitehall is guaranteed, without qualifications, to give complete satisfaction. WHITEHALL BY JAYSON is featured by good dealers everywhere at \$2. Sizes 13½ to 19; sleeve lengths 31 to 37, in neckband, regular soft collar or the \*Jaysonized no-starch, no-wilt collar. Also available are Whitehall Pajamas in white and solid colors, \$2. If you cannot locate a JAYSON dealer, send size and money order. We will see that you are served.

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## PICTURES TO THE EDITORS

### LYNN LEE & JACK

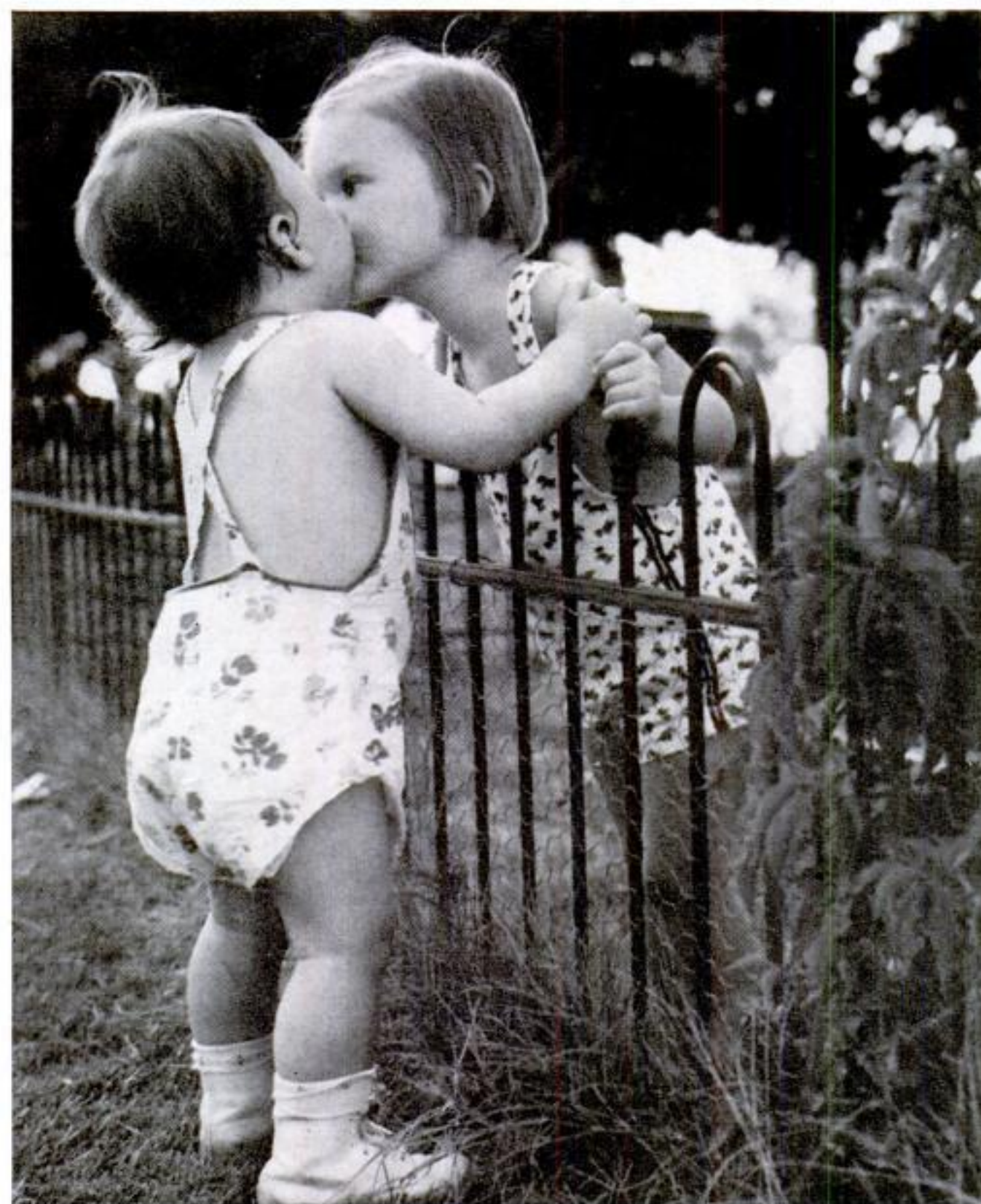
Sirs:

Late every summer Lynn Lee Busby of Louisiana visits my son Jack in New Mexico. These two pictures were taken at the same fence two years apart. They show: 1) the growth of Lynn Lee and

Jack in two years; 2) that, although Lynn Lee has a permanent, Jack seems to have lost interest—despite the fact that Lynn Lee's technique has definitely improved.

W. Jack Rodden

Roswell, N. Mex.



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AT FIRST SIGN  
OF A COLD...

This Swift Easy Way to Help  
Keep Colds From Developing

That First Sneeze, snuffle, or irritated feeling in your nose is a warning! Get busy before a nasty cold develops.

**Here's What You Do:** Use Vicks Va-tro-nol at once—just a few drops up each nostril. Then notice how swiftly it goes to work, stimulating and aiding Nature's own defenses against colds. Va-tro-nol is specialized medication—expressly designed for the nasal passages, where most colds start.

**What's More,** even when your head is all stopped-up from a developed cold, Va-tro-nol quickly brings you comfort. It clears your nose, opens up your head, makes breathing easier.

**Always Keep It Handy,** use it early, and Va-tro-nol will help you to escape much of the misery of colds.

America's Favorite  
Nasal Medication

VICKS  
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TRY THE  
SMOOTHNESS OF  
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HIGHBALLS  
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FREE FOR THE ASKING

A collection of new recipes—HILDICK favorites worth trying. Address: Dept. LM Distilled Liquors Corp., 271 Madison Ave., N. Y.

FORTUNE  
IS

a man's magazine—but it is read by many thousands of women who wish to keep in touch with their husbands' interests.



## Have you tried rolling your hair with **ROLL-WAVE**



The clever "curved-to-your-head" trim of Roll-Wave's fan-shaped bristles makes possible a brushing *plus* massage technique which does wonders for your hair. As you brush, the penetrating, *genuine* bristles follow the roll of the brush, reaching deep into your locks to give your scalp a stimulating, invigorating massage.

If your hair has the slightest tendency to be stringy, dry, or lusterless, see Roll-Wave at any brush goods counter today. Only \$2.50 with black bristles . . . \$3.50 with bronze.

PRO-PHY-LAC-TIC BRUSH CO. Florence, Mass.

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—And You'll  
Jump Out of Bed  
in the Morning  
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name, 10¢ and 25¢.

## The Early Birds GET THE MOST SUNSHINE

Why wait until winter comes to plan your escape from cold weather? Plan early to come early for a long enjoyable sojourn in sunny St. Petersburg. For climate, healthful living, varied entertainment and recreation St. Petersburg is unexcelled. Write today for helpful booklets prepared for you. Mail coupon.

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**ST. PETERSBURG, FLORIDA** *The Sunshine City*



HOUSE ON ORIGINAL SITE

### HOUSE UP RIVER

Sirs:

When the City of Charleston condemned my home and property to build a boulevard along the Kanawha River, we bought the house back. These pictures tell the story of how we moved it three miles up river to Kanawha City, a suburb. It will be located on the opposite side of the river.

I should also say that I removed none of the furniture, that all the pictures are still hanging, and that piano, organ and dishes were all moved along intact with the house.

MRS. E. CURTIS DAWLEY  
Charleston, W. Va.



FIRST MOVE ONTO CRIBBING SET ON BARGES



ON BARGES READY FOR TRIP, LOWERED 17 FT.



DAWLEY HOUSE GOING UP KANAWHA RIVER



**FEEL MY FACE!**  
*Smooth Shave First Time*

It's the *Natural Angle* of the  
**KNAPP SHAPER**  
that sparks your enthusiasm

F. E. Heckel, Grafton, North Dakota, writes: "I like the **KNAPP SHAPER** better than any I have ever used and that includes three popular makes. It not only gives a close shave, but does it without even a suspicion of skin irritation."

Thousands of young men and veteran shavers are writing in, amazed at how speedily the unique two-in-one shaving head of the **KNAPP SHAPER** glides through coarse or fine beards, quick, close, the first time. No skin "burn." Try a **KNAPP Natural Angle SHAPER**, today. *Feel your face.* Decide by the shave you get!

### No Other Shaver Like It

- 1 **Natural Shaving Angle.** You hold the **KNAPP SHAPER** just as you are used to holding your blade razor, *naturally*.
- 2 **Two Sizes of Cutting Slots in one** shaving head for coarse or fine beards. Shaving head is instantly reversible. Non-clogging. No setscrew to adjust.



THE  
*Natural Angle*

**\$10**

**STANDARD MODEL**

Black and chrome, (Illustrated above). Deluxe Model—ivory finish, gold-plated head, Mark Cross case . . . magnifying mirror — \$15. Both models guaranteed one year.



### K-M POP CORN POPPER

New, totally different — automatic, this K-M Tel-A-Matic Pop Corn Popper makes delicious "battered" pop corn without shaking, stirring or agitating! Glass observation top. Complete with cord—at all K-M dealers. **\$4.95**

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**Cool Ingram's Cream**  
Is really twins —  
A foe to beards,  
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**Thrifty Ingram's**  
brings you smooth,  
face-comforting shaves

**L**IGHTNING-FAST, Ingram's wilts down bristly beards. And from the first cool contact of lather to the finishing razor-stroke, you enjoy that soothing Ingram's difference... that far-famed Ingram's kick. But Ingram's ace asset is its bracing, freshening after-effect! Ingram's helps relieve shave irritation. Long after your whiskers have departed, your face feels comforted and COOL. Get Ingram's in economical tube or jar—today at your druggist's.



**INGRAM'S**  
*Concentrated*  
**SHAVING CREAM**  
A little goes a longer way

## LIFE'S PICTURES



Eliot Elisofon, 28, set off on a rambling tour of Finland in August to take tourist shots for the 1940 Olympics, with photographer's luck was on the scene when Finland leaped into the war headlines. He brought back to LIFE the pictures in this week's Finnish essay, pages 69-77.

Elisofon was one of the first American photographers to document New York's East Side. His specialty is social photography and dramatic camera studies. He uses a Linhof Camera.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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14—MARCH OF TIME, P. I.  
15—INTERNATIONAL BILDER  
16—P. I.—JULIEN BRYAN, INT.—AMERICAN-SWEDISH NEWS EXCHANGE, ACME, PAUL DORSEY  
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18, 19—T. MITCHELL exc. bot. lt. COLUMBIA PICTURES  
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44, 49—WM. VANDIVERT  
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53, 54—P. I.  
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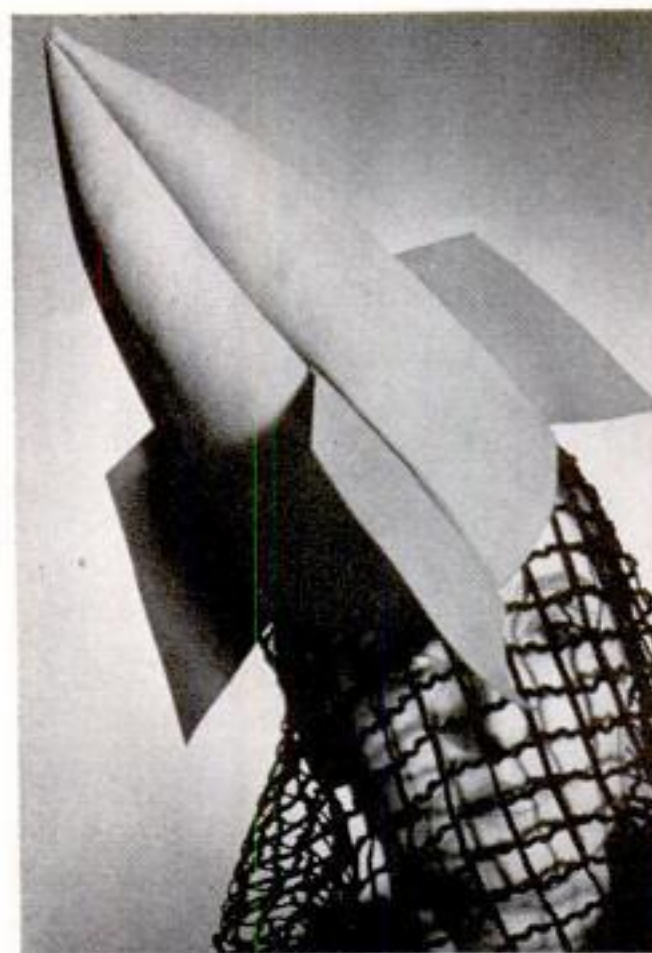
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## PICTURES TO THE EDITORS

(continued)



THE HITLER HAT IS A STRIKING LIKENESS EVEN IF NOT FLATTERING



TORPEDO MOTIF WITH SEA-NET VEIL



PERISCOPE WITH SILVER-KID LENS



CANNON HAT HAS "PUFF OF SMOKE"

### WAR HATS

Sirs:

The European war with all its military developments on land, at sea and in the air is now in everybody's head. Why shouldn't their symbols one day make their appearance on the ladies' heads? Knowing that nothing is too crazy in the millinery world, Robert Dudley, well-known creator of hats in New York, designed a set of "war hats." These pictures show how far a designer can go if he really starts out on a subject.

HARRIET DONNELLY  
New York, N. Y.



# MAN HUNT IN A

## LONDON FOG



1. "Anything can happen in a London fog. After chasing all over Europe after a certain British peer, I just missed him again when I traced him to his London hotel. I dashed out and asked a bobby which way he'd gone.

2. "Off I went on a taxicab chase through the fog, only to discover that I'd lost him again! And my boat sailed at midnight! To warm my chilled spirits, I had the driver take me to Boodle's for a Canadian Club. There, in the bar, was my elusive Britisher!

3. "'How did you know you could find me here?' he asked. I explained I'd merely dropped in for my usual evening custom of a Canadian Club and soda. 'Amazing!' he exclaimed. 'My custom, too!' When we parted on the steps of the club, I still had time to make my boat. And thanks to our mutual admiration for that whisky of yours having drawn us together, I could go home and report that my mission had been successful. I say, three cheers for the cheering flavor of Canadian Club!"



### Even in the British Isles, Canadian Club is the leading seller among Imported Whiskies

WANT to know why Canadian Club is the leading imported whisky in the British Isles, as well as in the U. S. A.? Your first delightful sip of a delicately rich Canadian Club highball or smooth Manhattan will tell you!

Treat yourself to Canadian Club's utterly distinctive flavor, light as Scotch, rich as rye, satisfying as bourbon—yet with an instantly recognizable deliciousness all its own. Try

your usual drink with this unusual whisky and you'll understand why twice as many Americans now drink Canadian Club as did three years ago!

Remember, too, you can stay with Canadian Club all evening long, in cocktails before dinner and "tall ones" after. Start to enjoy the luxury of mellow Canadian Club today! 90.4 proof. Canadian Club Blended Canadian Whisky. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS  
WHISKY-WISE  
MEN ASK FOR

"Canadian  
Club"

6 YEARS OLD







**He's a vegetable expert, strong and reliant  
He's known by your grocer as the jolly  
Green Giant.**

In the Land where Hiawatha  
Grew to Bravehood, strung his bow  
There's another sturdy fellow  
Lots of Dinner Tables know.

In this selfsame land Paul Bunyan  
Roamed with Babe, the Big Blue Ox,  
But our hero settled farmlands  
Cleared his farms of trees and rocks.

Hiawatha was the hunter;  
Paul Bunyan chopped down trees;  
But our Giant stuck to farming  
Featured special corn and peas.

Picked a Minnesota farmland  
Added more farms one by one  
Grew the better peas he promised  
Grew the golddest corn—bar none!

Green his peas are, green and tender,  
Crisp and fresh and sweet as honey  
For their seed is like no other  
More fine flavor for the money.

Gold his corn is, as a sunset,  
Tasting like corn-off-the-cob  
But to breed the seed that grows it  
Was a twenty-year-long-job!

• • •

**So when you go out to your grocery  
(As go oftentimes you must)**

**Note the Green Giant on the label  
He's a fellow you can trust!**



## He'll Never Let You Down — This Green Giant

Every can you open brings you the same flavor enjoyment. . . . Far back in the fields is the secret of its goodness. Controlled soil, controlled harvesting and special controlled breeds — 20 years of scientific horticulture.

**Niblets Brand Corn** (from our secret Breed D-138) has especially deep kernels of controlled and uniform tenderness, sliced from cob and packed fresh in vacuum tins.

**Green Giant Brand Peas** (from Breed S-537) extra large and tender. Packed at "the fleeting moment of perfect flavor"—often less than three hours from field to can.

Both are grown to a standard of quality without fudging or compromise. The care and conscience which has gone into them shows on your table. Years ago we adopted the Green Giant as an honest symbol of quality. Look for him on your next can of corn or peas. He is a fellow you can trust.

Packed only by Minnesota Valley Canning Company, Le Sueur, Minn., and Fine Foods of Canada, Ltd., Toronto, Ont.  
Also packers of Niblet-ears Brand Corn (corn-on-the-cob in a can) and Del Maiz Brand Cream Style Corn



**NIBLETS CORN • GREEN GIANT PEAS**

NIBLETS BRAND  
AND GREEN  
GIANT BRAND—  
REG. U. S.  
PAT. OFF.